

7 Characteristics of a Great Customer Experience



From the article
Brewing a Better Customer Experience
by Braden Kelley

<https://bradenkelley.com/2022/11/brewing-a-better-customer-experience/>

1. It's Easy to Get to Know You



2. Clear Communication



3. Transparency in What to Expect



4. Effortless Transactions

(not just shopping, but problem solving and troubleshooting too)



5. Intentional Friction

(don't over-optimize ALL transactions, sometimes waiting actually creates value by teasing the senses)



6. Interactions That Make You Feel Valued Not Just as a Customer, But as a Person Too



7. Occasional Unexpected Moments of Delight





**Let me help you supercharge
your customer experience!**

Read the article and reach out to me:

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