

7 Steps to a Better Customer Experience



From the article
Brewing a Better Customer Experience
by Braden Kelley

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

1. Make a shared commitment as an organization



Involve your employees in the conversation to make sure they're committed and have a chance to help prioritize areas of opportunity.

2. Identify the key components of your current customer experience



What creates value for customers? What can't you change because doing so would destroy value?

3. Identify your differentiated customer groupings



Customers are not a homogeneous group. Create personas for a handful of customer groups that behave in distinctly different ways.

4. Talk to your customers



Too many customer experience efforts are birthed, and journey maps built, without the team ever speaking to actual customers. Don't assume!

5. Create a customer journey map



Make sure you map not only the customer touchpoints and pain points, but any points where lingering actually creates value. Focus each journey map on a single customer persona.

6. Create a prioritized action plan



It's not enough to map the customer journey, people need to be excited about improving it and have a clear shared vision of when and where this is going to happen.

7. Monitor progress vs. a baseline



Creating a journey map and identifying improvement opportunities is important. But, instrumenting and measuring progress towards a better customer experience is a step that many miss. And this step is key to sustaining excitement, momentum, and support for a customer-centric culture over time. This requires technology.



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

Read the article and reach out to me:

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