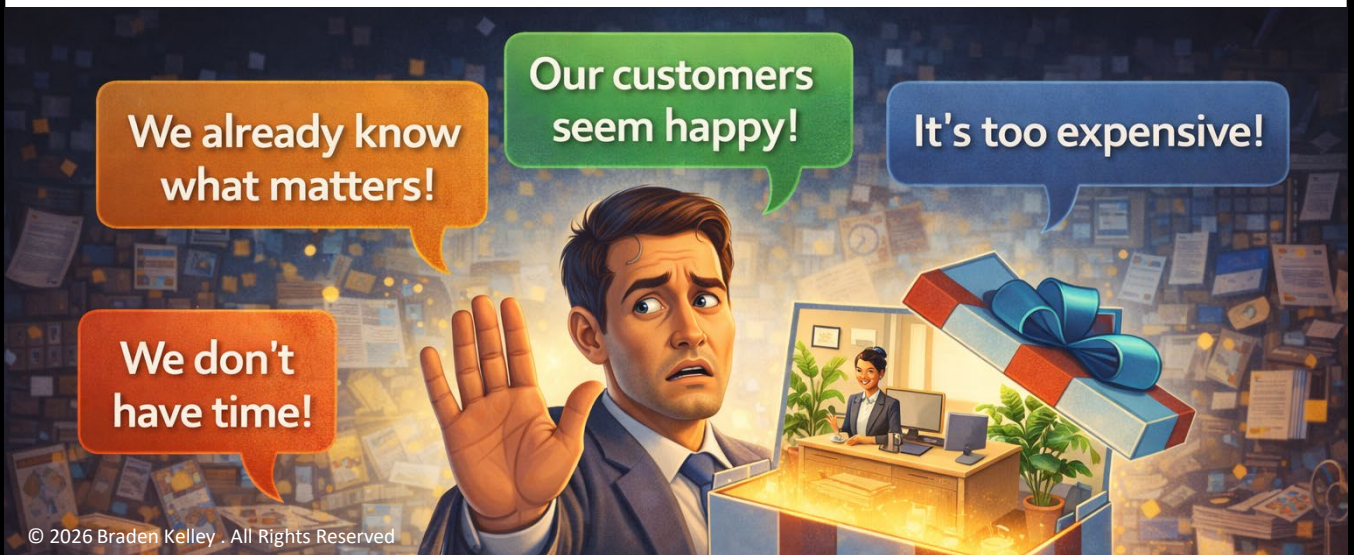


# Is Your Customer Experience a Lie?

## Five Lies Leaders Tell Themselves About CX

[by Braden Kelley](#)



Most organizations believe they know their customers - but many are navigating with outdated assumptions, not real insight. They assume that because the machine is running, it must be well-oiled. But as a champion of Customer Experience Audits, I have seen far too many organizations fail not because they lacked a great product, but because they lacked the courage to look in the mirror and choose instead to believe one or more of these lies:



## Lie #1: “We Already Know Our Customers”

Leaders treat customer knowledge as a milestone to be reached rather than a perishable asset. Competitors change the baseline for “convenience,” global events shift priorities, and technology alters how customers view value.





## Lie #2: “Digital Analytics Tell the Whole Story”

Rising scores and shiny metrics can mask real dissatisfaction — they are not substitutes for direct, rigorous customer insight. Data platforms show behavior signals but miss emotions, unmet expectations, and invisible moments of frustration.



### Lie #3: “We’ll Hear About It If It’s Broken”

In reality, the vast majority of customers do not have the time, energy, or desire to help you fix your business. When they encounter a broken experience, they don’t complain — they simply evaporate.



## Lie #4: “It’s Too Expensive and Time-Consuming”

Leaders often view an audit as a cost center. They fail to realize they are already paying for the audit every single day — not in invoices, but in the “Friction Tax” of lost conversions, increased support costs, and skyrocketing customer acquisition fees.





## Lie #5: “Our NPS Score is Great”

Leaders often cling to this single, shiny number as a way to soothe their egos and pacify the board. But NPS is notoriously easy to manipulate and dangerously void of context. It tells you the temperature of the room, but it doesn't tell you if the air is toxic.



The greatest threat to your organization's future isn't a lack of vision or a shortage of capital — it is the comfort of your own assumptions. By avoiding the regular, rigorous mirror of a customer experience audit, you are essentially choosing to drive a high-performance vehicle with the windshield blacked out, relying solely on a GPS map that hasn't been updated in years.





I have spent my career helping leaders turn their Invisible Friction into visible opportunity. Don't wait for your customers to tell you it's broken by leaving; be proactive and reclaim the experience excellence they deserve.

If you are interested in conducting a customer experience audit of your business, please [contact me](#).



# ABOUT THE AUTHOR

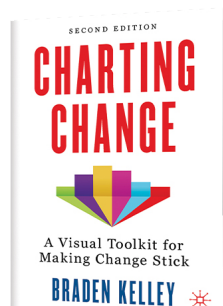
As a Human-Centered Change & Innovation professional, Braden transforms experience and foresight into best practices for human-centered design, customer experience, change management, digital transformation and the building of innovation capabilities.



Braden is a best-selling author and an engaging, insightful keynote speaker at conferences and corporate events around the globe.

*“Braden was an exceptional speaker at our annual insurance event in Peru, not only due to the clarity and quality of his presentation, but because he managed to leave important seeds of innovation with the audience. Braden set a superb standard for the conference.”*

— Fernando Cesar Gonzales Daly Marrou,  
Director of Sales, MAPFRE Perú





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your customer experience!**

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