

4 Steps to Enhance Your Customer Experience

1

Map out your current customer experience

- Consider all the contact points along your customer journey below

Before delivery
of your
product/service

During delivery
of your
product/service

After delivery of
your
product/service

Between
deliveries
of your
product/service

2

Consider your marketing promises

- What kind of experience do you claim to provide?
- What value do you claim to deliver?
- List the key promises made on your website, social media and other customer communications

3

Compare your experience to your competitors

- Research their marketing
- Mystery shop your business and your close competitors
- Consider your indirect competitors – alternative purchase options for your customers

4

Plan Your Actions

- Assess what is required to better deliver on your promises to customers and/or compete with your competitors. Team training? Systemisation? New offerings? Marketing updates?
- Compile an action plan
- Get your team involved in taking the actions

To discuss this process, or a different marketing topic, speak to our Business Development and Marketing Manager Dee Gerrish, who can help you. Just call 01249 712074 or email dee.gerrish@cvag.co.uk.

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