



## 3 High Value Elements of Great Customer Experience Delivery

February went by rather quickly, so I will try to match the brevity of the month with a quick set of customer experience tips as we close out the month.

Here are three high-value customer experience components:

- 1.) Map the journeys of your core customer segments. Don't let the power of those maps go to waste. Look for ways to use them for strategic planning and simplify them for "line-of-site" use by your customer-facing employees.
- 2.) Build customer experiences that support a customer-centric strategy which differentiates you from the competition by your knowledge of your customers stated and unstated needs. The more you understand what creates value for your customers the less likely those customers will churn.
- 3.) Chose and deploy technology that enables customer ease! Compliment that technology with carefully selected people and develop their service talent consistent with what you want every customer to feel every time!

I told you it would be short! Have a great March.



## Need a Virtual CXO?



In light of recent requests, we have expanded our Business Supercharged division to function as a virtual Customer Experience Officer (CXO) for brands not large enough to hire their own CXO or who might not have the budget to have an on-site consultant. I would love to understand how you are seeking to deliver value for your customer. Schedule a complimentary call with me and learn more at: <https://www.businesssupercharged.com/>.

Thank YOU!!



For the third year in a row it is an honor to be named one of the top 10 Customer Service Global Gurus. See who else made the list here:

<http://globalgurus.org/customer-service-gurus-30/>

**From the Blog:**



Recently, I've been talking with clients about a critical, albeit subtle distinction - so I thought I would share it with you.

Frequently, you'll hear these two phrases used rather interchangeably. The first is customer-centricity, and the other is customer experience. From my vantage point, the latter phrase (customer experience) is a subset of the former (customer-centricity).

I think of it like this. Customer-centricity is a commitment or a strategy to assure the success of your customer. Whereas, customer experience is a set of customer perceptions forged across all their interactions with your brand.

Leaders at brands committed to customer-centric outcomes typically seek to demonstrate that commitment by interacting with the customer in ways that favorably affect their customers' perceptions. That said, many customer-centric actions happen outside the view of customers and, as such, may not even reach the awareness of the customer.

[Continue reading the full blog post.](#)



The Michelli Experience  
kelly@josephmichelli.com  
<http://www.josephmichelli.com>