

Mindful Customer Experience Design

Build Attachment and Trust Along Your Customer's Journey

THE CHALLENGE

Satisfied customers churn. Competition intensifies. How can you keep your customers loyal?

WHY CUSTOMERS DEFECT

- Lack of quality and value
- **Lack of customer attachment**
- Easy to switch

BENEFITS

- Increased customer loyalty
- Greater revenue from renewals, up-sells, and referrals
- Faster path to results

Conventional wisdom says higher software usage means greater perceived value and stronger customer retention. But scientists say there's more to the story.

While product, service, and market factors influence loyalty, in the end people buy from people they know, like and trust.

Leaders understand that customer bonds are important, but most assume relationships "just happen," leaving an important loyalty factor to chance.

We help you systematically build and strengthen relationships at every turn. It's simple cause and effect. If you create the right conditions in your day-to-day operations, trusting relationships will form.

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A mindful customer experience satisfies both effective and affective needs

How it Works

UNIQUE APPROACHES

Unlike other customer journey mapping sessions, we include the latest advances in cognitive neuroscience to create **affective bonds** with your customers. As a result, customer loyalty soars.

A good design is just the first step. We help clients deploy, measure, and learn from the changes they make. And we ensure ongoing improvement by creating habits of excellence.

AFFECTIVE DOMAIN

Subtle, subconscious signals influence human interactions and relationships

EFFECTIVE DOMAIN

Actions deliver and communicate value

The Process

We lead an 8-step process that results in an improved customer experience design and a project plan to implement the changes.

1. **Form the Team**
2. **Map the Customer's Experience**
3. **Analyze Effective and Affective Needs**
4. **Map Your Business Processes**
5. **Determine Gaps**
6. **Define and Refine Metrics**
7. **Prioritize Actions**
8. **Launch and Manage Improvement Projects**

Most designs can be completed in just 1½ days with a small team, and most changes are simple and quick to implement.

Five Critical Moments

Customers may interact with you hundreds or thousands of times between renewal cycles. We focus on *five critical moments* that really matter:

- **Connection**—building relationships through commonality
- **Power**—increase mastery, autonomy and choice
- **Proof**—show that you keep your promises
- **“Wow!”**—surprise and delight
- **Truth**—show character when the chips are down

Trust at Scale

Not all interactions must be manual to be effective. We help teams choose optimal enabling technologies that increase productivity while maintaining quality.

Every client's design is different. We facilitate a process where ideal solutions become self-evident.



[Contact us today](#) to schedule your design session.



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