
5 fundamentals to improve your customer experience



Customer Experience is key to exceeding your customers' expectations.



Your opportunities lie in your ability to deliver what you promised and surprise your customer with extra care and support.

The "wow" effect!

*A totally satisfied customer contributes 2.6 times as much revenue as a somewhat satisfied customer, and 14 times as much revenue as a somewhat dissatisfied customer.

*Studies by Bain & Company and Earl Sasser of the Harvard Business School



What are the moments that matter most to your customer during his journey?



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Did you know that acquiring a new customer costs * 7 times more than maintaining an existing one?

Visualize how to make a difference

Define the main aspects of the customer experience to help you boost their engagement and make their journey a pleasant one

Identify pain points in your customer journey and find solutions to turn them into opportunities

Get to know your customers and collect their feedback

Make your guest feel “Special”

The culture of your company should be one where the needs of your consumers are always prioritized

Why not building your own customer experience roadmap?

We are living in a transformational period. Without a well-defined customer experience strategy and roadmap, you risk investing in the wrong technology and designing the wrong experiences



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Make it easier
for your
customer
to find you

A strong customer experience produces significant results: more customers, more sales and more loyalty. However, many companies struggle to identify a plan of action to achieve these results.

Build a great digital experience

To avoid frustrating customers, diminishing their lifetime value, or driving them to competitors: your website experience is key

Use emotion to humanize your brand

Show off your staff, who are the people behind your brand?
Turn your employees into your brand promoters

Be visible at all times

Create an online community and have a strong presence on social media

Be inspirational

"Your customer doesn't care how much you know until they know how much you care"
Damon Richards

Make it personal



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Different visuals for different segments and experiences that customers crave

"It's not what you say; it's how you say it" The best customer experiences are achieved when you create an emotional connection with your customer.

Email marketing, customer loyalty programs...

Customers become loyal because they are emotionally attached and they remember how they feel when they use a product or service. A business that optimizes for an emotional connection outperforms competitors by * 85% in sales growth.

Influencer Marketing... Why not?

Influencer Marketing and customer experience are two similar areas: they are long-term winning strategies that require continuous effort and work best when they are authentic and credible. Teaming up with others expands your reach to consumers who otherwise might not ever hear of you.



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Make things
easy with
technology

Deliver a seamless integrated experience and engage with your customers

*More than 50% of small business owners report relying on digital tools to communicate with customers, find new customers and sell products and services during the Covid-19 crisis.

96% of enterprise leaders agreed with the statement "The lockdown has increased the priority of digital transformation."

*Ref. Connected commerce Council and Google report "How digital tools power small business amid Covid-19"

Push notifications or messages to alert on special events...

To get a message across, sometimes you have to repeat it. Sometimes, it's not enough to mention these in an email.

Make your messages as short and concise as possible.

Avoid sending too many and know your audience and consider what's important to them.

Include user-generated content (UGC)



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Engage customer to post their own content

Social media gives your company the opportunity to connect and engage on a personal level with both current and potential customers. This is an important customer experience driver as * 74% of customers rely on social media to guide their purchasing decisions.

Word of mouth has always been an important driver of successful social media marketing. When you enjoy a product or service, you tell others, who in turn, tell others. Consumers trust in an authentic review of a product/service from their peers.

*ODM Group study and Hubspot report

By all means, make your customers feel special



Express your appreciation, thank your customers,
pay attention to them, listen to feedback, and always be presentable as a business.



Ready to explore EXCELLENCE further?

Discover our
Service Excellence
toolkit

Who are we?

EHL Advisory Services is the largest Swiss hospitality advisory services firm for hospitality education and service industry development. We bring the expertise of the world's leading hospitality management schools to prepare learning centers and businesses for future success. Our purpose is to raise the level of excellence in your organization with solutions that help you tackle contemporary challenges and prepare for future growth.

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