

Integrated Customer Experience Management Model™

Customer Experience Is... the internal response of an individual to their interactions with an organization's products, people, processes and environments. Internal response includes the thoughts, feelings and emotions experienced and the rational, psychological and sensory benefits of the experience.

Six Rings of Value™

Place / Environment

Applies to every channel: physical location, online, 800 number, etc. Does the store look like me? Does it evoke positive emotions and associations? Are signage & displays helpful?

Process / Procedures

How difficult is it to do business with the organization? Do I like the process? How long do I wait? Do I know what's going on? Do I do the work or do they? Does it feel fair?

People / Behavior

How do I feel about the way people treat me? Do I like these people? Do I trust them? Do they seem knowledgeable? Do they care about me?

Product

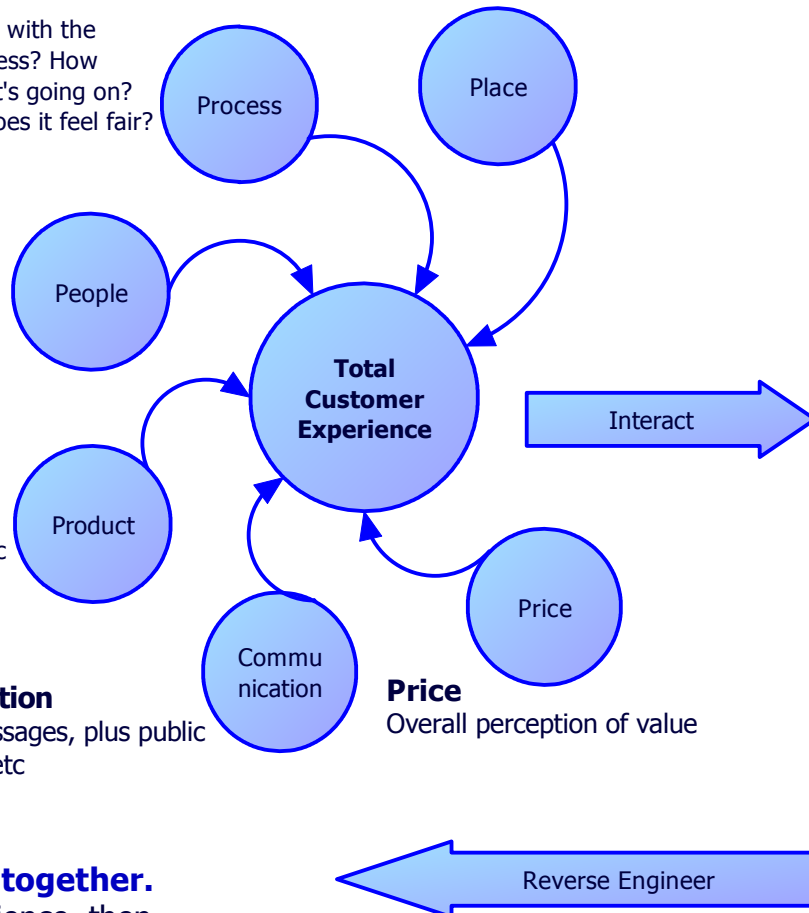
What people say they are buying (surface). Explicit features and benefits
Overall value proposition.
Essence of the apparent economic exchange. Does it seem to meet my needs as I understand them?
Do I want it? Design elements

Communication

Marketing messages, plus public image, buzz, etc

Price

Overall perception of value



All six rings must work together.

Start by defining the experience, then engineer the operational levers to create it.

The Customer Experience

Physical Benefits

The physical items associated with the product or service.
e.g. Food served in restaurant

Sensing Benefits

Smells, sights, sounds of environment
e.g. music at a concert; smell of baking bread

Emotional & Psychological Benefits

Sense of security, ego gratification, sense of belonging, feeling competent, attractive, successful, etc.



Rational Benefits

Least important from motivational point of view. Often difficult for non-expert to assess: e.g. compare life insurance policies

Deep Psychological Drivers

Deeply held beliefs about who we are, triggered by cues and symbol. Personal metaphors and archetypes. Not generally available through methods of surface enquiry

Hard Wiring in the Brain

How we process information, respond to options and choices, decision biases such as loss aversion. Considerable research reveals consistent patterns across individuals