

Customer Experience: What and Why

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Walt Disney once said: “Do what you do so well that they want to see it again and bring their friends”. This explains the link between Customer Experience and Loyalty & Advocacy.

As I wrote before, nowadays no company can differentiate only on product innovation or lower price. Differentiation has to be achieved by delivering a better Customer Experience.

And actually research shows that 86% of consumers are willing to pay more (up to 25% more!) for a better Customer Experience. Therefore companies have to focus on this new trend.

Customer Experience is the sum of all the interactions a customer has with a company during their customer lifecycle, and has become a key strategy on today’s hyper competitive market.

A company-customer relationship does not start with purchase and ends with delivery. It exists in an infinite loop that’s reinforced as the customer interacts with the company over time.



Delivering a good Customer Experience implies that companies have to focus on their customers’ needs, taking into account that today we live in a hyper connected global marketplace.

Companies have to deliver consistent and seamless experiences across all channels (store, web, mobile, phone, mail). And they have to do it before, during, and after customers’ purchases.

Furthermore companies have to be where their customers are. They must be present on the social networks as well. They have to provide their services on Facebook, Twitter, etc.

Being able to provide a better Customer Experience is the only way to succeed in turning an angry or unresponsive customer into a satisfied, loyal or even advocate customer.

If a company can succeed on this, it will decrease churn, maximize retention, acquire new customers (by recommendation), and therefore increase profit and growth.