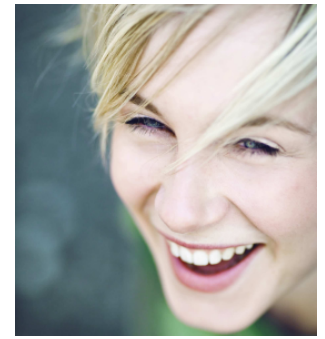


# 2<sup>nd</sup> Look Customer Experience Audit



## Do you know what it's like to be your customer?

Many companies execute on a strategy that is disconnected from customer experiences. Bad experiences leave a poor brand aftertaste in a customer's mind and negative word of mouth referrals can be detrimental. NPS and annual satisfaction surveys do little to reveal actual experiences. When customer experiences include third party selling and support organizations, the experience is further fragmented. Leaders at all levels rarely have an understanding of what it's like to do business with their organization. A second and thorough look is warranted.

### Who cares about the customer experience?

Sadly, most employees care, but little is done to improve. Why? Most organizations are designed for the organization to function, not to rally around customers. The resulting silos can lead to clunky hand-offs and inefficiencies that add to an organization's cost while doing little for customers. Employees often become dissatisfied, feel a lack of empowerment, and disengage. Some employees accept the problems as too large to solve, beyond their department or domain. Others become hardened over time or leave the organization and the cycle continues. You can stop this!

### What is a customer experience audit?

A view of what customers experience in dealing with your organization. We use many methods including face-to-face interviews, phone, social media, and online surveys with prospective, current, and lost customers. Every audit is customized for each client and may also include mystery shopping and channel interviews.

### Take the next step

Discuss how a 2nd Look can help you achieve your business objectives. Contact Greg Olson at [gregolson@delightability.com](mailto:gregolson@delightability.com) or 206.356.8811

### When to perform an experience audit

When customer experience has evolved rather than being intentionally designed company performance can suffer. When there are many opinions, but few facts and data to back them. When the sales funnel is stuck. When the path forward is murky. When you need to get people on the same page.

### A customer experience audit:

- Increases employee engagement
- Establishes a baseline from which to improve
- Provides insights into innovation opportunities
- Prepares a team for journey mapping
- Reveals hidden customer perspective
- Exposes organizational readiness issues

### What to do with the Information?

Improve the organization's promise delivery system, identify new product and service opportunities, improve organizational readiness, unstick the sales funnel, create a more relevant communications plan, increase the effectiveness of launches, co-create a more inclusive and healthy innovation culture with customers at the core.