10 WAYS TO EMPHASIZE THE **CUSTOMER** IN **CUSTOMER EXPERIENCE**

Whenever a customer or client interacts with your organization and brand, they form opinions about it. Take these steps to develop positive emotions, reduce the effort needed to interact with your brand, and have satisfactory, successful engagement at every stage and level of their dealings with you.

1. Have a CX Vision: Make a comprehensive CX strategy a priority. Be sure it covers every level and every contact they'll have with you. Decide what you want customers to feel before, during and after interactions, and make sure everyone in your team is on board.

2. Learn Who They Are: Do research to find out who your clients are. This includes demographics such as age, sex and location, but also interests and visitor or buying patterns. Align yourself with things they find important. If some are non-native English speakers, offer multilingual options.

3. Make It Easy: Make things fast and flexible for customers by optimizing interfaces and allow them choices. Increase self-service options whenever possible with things like touchscreens and interactive wayfinding. Display information in a straightforward, clear and concise way.

4. Engage Emotions: Try to reach people on an emotional level in your branding. How people feel about your brand is what CX is all about. And don't be afraid to be funny. Use digital signs to reinforce your messaging when they're on site.

5. Let Metrics Guide You: Gather and analyze data before, during and after each interaction. The more you know, the better you can serve your customers, and the faster you can respond to developments or trends.

6. Be Supportive: An efficient support system is vital. Issues will certainly arise, but it's how you deal with them that matters. People should walk away from your support feeling like they were heard and understood, and that the solutions offered are appropriate.

7. Incentivize with a Loyalty Program: People feel like they're part of an exclusive club, and will form a more lasting bond with your brand. It's also a form of gamification. Make joining easy with as few steps as possible, and communicate benefits regularly.

8. Increase Efficiencies with AI: AI and machine-learning apps allow for a more consistent experience across all channels, and AI is perfect for this since it quickly recognizes patterns, and can adapt on the fly to each customer in realtime.

9. Don't Forget the Digital World: Monitor your own digital footprint and how others respond to your brand on the web and social media. Pay special attention to reviews and make sure you address any negative ones as fast as possible. Thanking people for positive feedback also goes a long way.

10. Create a Feedback Loop: Solicit feedback regularly, evaluate it, act on it, and repeat the whole cycle. You should constantly be trying to improve your relationship with each customer in a way they recognize and respond to. Follow up on any problems quickly, comprehensively and efficiently.

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