

# EXPERIENCE ECONOMICS

CUSTOMER EXPERIENCE IS THE FASTEST PATH TO SALES GROWTH

Be the Company That Brings Customers Back Again and Again



Customers are looking for experiences that are **reliable, flexible, and personal**. They are willing to **pay more** for service that delivers consistent quality and give their **loyalty** to companies that make their lives **easier** and solve their **problems**.

**ASK YOURSELF:** What value to I bring to customers?  
Do I understand My customers?  
Can I make things easier for my customers?



Do you know what problems you solve and what your customers value? What makes your product or service special? What do your customers need? How do you help them?

Can you fill in the blanks: I help \_\_\_\_\_ do \_\_\_\_\_ by \_\_\_\_\_.



Do you have a plan to hear and understand your customers? That means not just chasing Google reviews but implementing a survey that can get a few key pieces of information from your customers to help you improve. The right questions make all the difference.



What is it like to be your customer? Is it easy or hard? Are there rules, processes, or service points that are frustrating or overly complicated for your customers? Looking at your customer's journey helps you improve their experience, so they choose you over your competition.