

SET YOUR SMALL BUSINESS UP FOR SUCCESS

CUSTOMER EXPERIENCE WORKBOOK

BY JENNICA ANDERSON



S.E.A. LEADERS^{LLC}

The customer experience begins before the first sale takes place. Customer experience begins with the first interaction with your company. There are four factors that make up the customer experience with your brand and they include: interest, accessibility, quality and service. This work book is going to be your foundation in creating a customer centric experience for your brand that your customers will be raving about! What is your brands customer experience vision? How do want each customer to experience your brand?

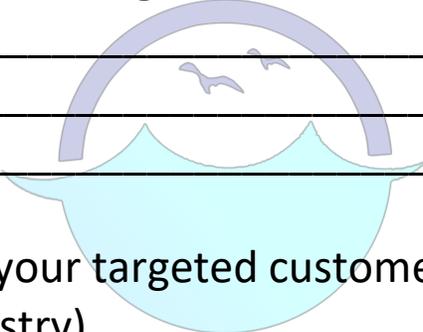


Interest

The interest factor of the customer experience is based on your brand's ability to have products/services your target customer is interested in. This is usually the easiest factor to master.

Outline are questions that will help you insure your brand is prepared and continues to be prepared to master the interest part of your customer experience.

Question 1: Who is your target customer?



Question 2: What is your targeted customer interested in? (in relation to your industry)



Question 3: Where can I stay updated on the newest trends and interest of my target customer? (blogs, podcast, magazine, etc.)

Question 4: How often do I remove sold out items from my website or update booking information?

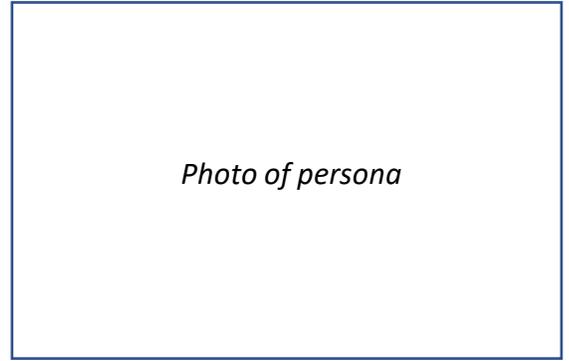
Question 5: Where are your favorite places to find what your customer is interested in?

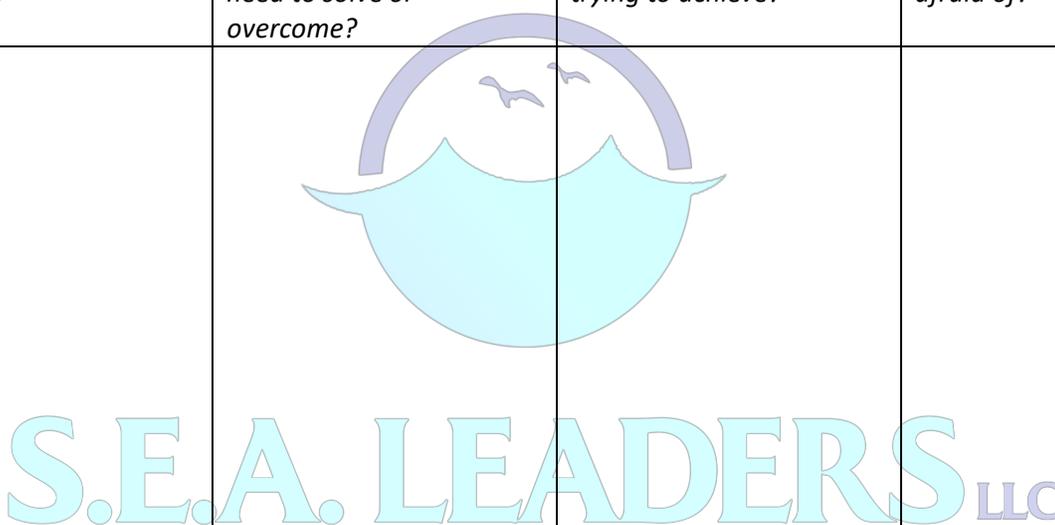
You don't have to use this exact verbiage but the questions you just answered should allow you to fill in the blanks below and create a plan for the interest portion of your customer experience journey.



Customer Experience Journey Outline

Persona Name	
Occupation	
Location	
Family Status	



Value	Challenges	Goals	Fears
<i>What matters most to the customer?</i>	<i>What does the customer need to solve or overcome?</i>	<i>What is the customer trying to achieve?</i>	<i>What is the customer afraid of?</i>
			

Top Opportunities



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Example:

My target customer is

_____. Their interest includes

_____. I will stay updated on latest trends/interest/needs by

_____. I will stay updated on items/services that are unavailable and will be conscious of availability when I market products. I will make sure our website and/or booking information is updated every _____, in order to ensure items customers are interested in are available and accessible.

Accessibility

The accessibility factor is your based on your ability to be accessible to your customer. Often, small business owners have trouble with this factor so let's start out with a quiz to see how your brand is doing in this factor?

Question:

Response:

1. Does your brand get more questions after your hours of availability?	Y	N
2. Do you make post on social media after your hours of operation?	Y	N
3. Can customers reach you the same way you reach them?	Y	N
4. Do you dedicate time to servicing your customers?	Y	N
5. Do you answer customer questions?	Y	N
6. Is your turn around time for responses to your customers more than 24 hours?	Y	N

Results:

Question 1:

If you answered yes: It is more than likely in your brands best interest to review the hours of service/operation, there seems to be a disconnect between you and your customers.

If you answered no: Awesome, you are on the right track!

Question 2:

If you answered yes: That is ok, but if you get a lot of interaction when you post you may want to reconsider, so you can make the sell while your target audience is interested.

If you answered no: Consistency is best! When you entice your target customer you are available to close the deal! Awesome

Question 3:

If you answered yes: Good Job, communication is a two-way street.

If you answered no: One question, Why not?

Question 4:

If you answered yes: Way to prioritize!!! Your customers are the reason you have a brand!

If you answered no: Remember what you won't do someone else will!

Question 5:

If you answered yes: As you should you are the expert!

If you answered no: You need to, you are the expert! Who can close a sale for your brand if you can't!

Question 6: The logo for S.E.A. LEADERS LLC features the text 'S.E.A. LEADERS' in a large, light blue, serif font, with 'LLC' in a smaller, purple, sans-serif font to the right. The text is overlaid on a circular graphic that includes a purple arc at the top, a light blue wave-like shape at the bottom, and a white area in the center containing a small illustration of a boat and two birds.

If you answered yes: Great job, this is necessary but harder than it sounds! Keep up the great work! Literally, make sure you have a way to scale your business while maintaining the same turnaround time!

If you answered no: Get it together, more than 2 days is two long! If you have that many customers and/or that many issues you need to either see the trends in issues or question and/or hire some help!



Now, it is time to outline the accessibility factor of your customer journey.

Question 1: What is my target customer persona? **SEA LEADERS LLC**

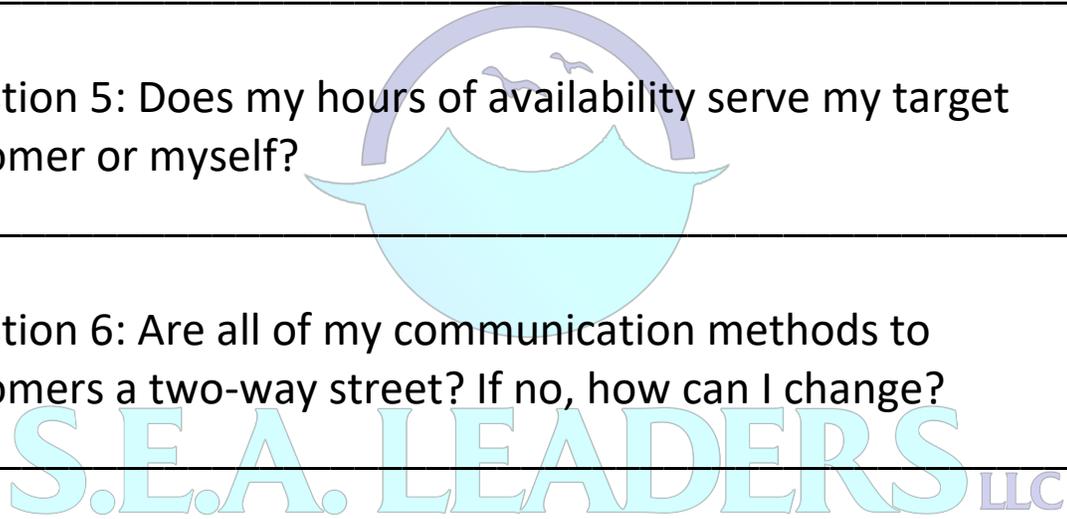
Question 2: When is my target customer free?

Question 3: What are my hours of availability?

Question 4: Are my hours of availability sustainable with growth?

Question 5: Does my hours of availability serve my target customer or myself?

Question 6: Are all of my communication methods to customers a two-way street? If no, how can I change?



Example:

Full time brand owner: My target customer persona is generally available _____ so in order to maintain accessibility we will be available for communication

_____ via -
_____.

Part time brand owner: My target customer persona is generally available _____ so in order to encourage interest and validate customer inquiry we will

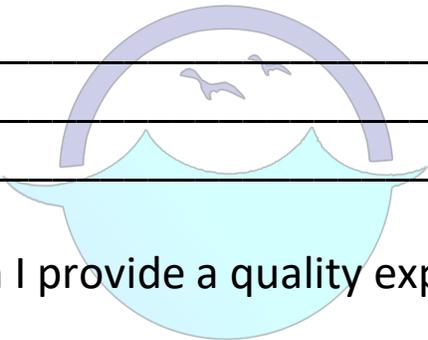
_____ via
_____. We will respond
thoroughly to our customers
_____.

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Quality

Quality is subjective (material, packaging, inserts, thorough, etc.), but you have to figure out what quality looks like for your target customer and how you can accomplish that. Below are questions to ask yourself in regards to quality.

Question 1: What does quality look like to my target customer in regards to my industry?



Question 2: How can I provide a quality experience?



Example:

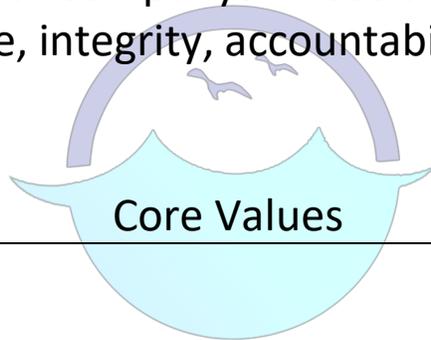
In order to provide a quality experience for my target customer I need to

so each customer feels _____.

Service

The service portion of your customer experience has the ability to build loyalty by itself if done properly. The service factor is based on how you help your customer throughout their journey with your brand, how your customers are treated and how interacting with your company made them feel.

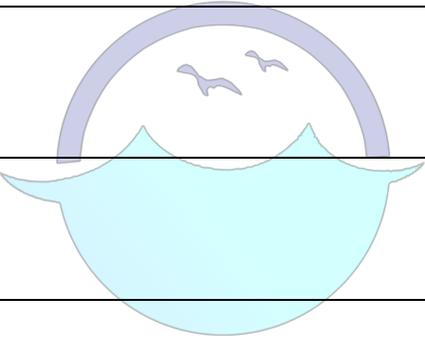
Core values are brand values that will not be compromised by any means within your company! These are typically one to two words. (example, integrity, accountability, kind)



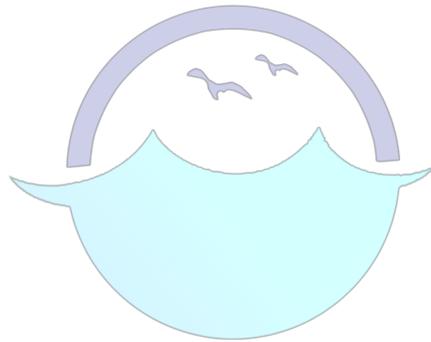
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Service expectations are the foundations in which each communication interaction with your customers will be built on. All interactions should be done with these service expectations in mind. (example: greet each customer, smile always, use positive words, avoid the no focus on the why, do it right the first time, etc.)

Service Expectations/Strategies/Principles

			
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You have the foundation you need to design a customer experience specific to your ideal customer. You know everything you need to know to not only meet but exceed their expectations. Now you are ready to map out your customer journey! If you need help mapping out your customer journey you can pre-order our intro to journey mapping digital course online at www.servicecoachingwithjennica.com.



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