



Is it a social pleasure?

The Ten Principles Behind
Great Customer Experiences

CH11



When to use it: Before completing this one, quickly refer back to your completed worksheet **What makes your brand appealing?** – this will remind you how your customer sees themselves.



The benefit: Great customer experiences are socially engaging. Use this worksheet to help you frame the social dimension of the experience.



You've got it right when: You feel that the social experience of this stage will be appropriate for your customers.

AUTHOR:

DATE:

PROJECT:

CUSTOMER(S):

STAGE NAME:

Observations

1. Interactions

What interactions between customers and the business take place at this stage? How can they be encouraged? How might they be improved?

.....

.....

.....

.....

Ideas

.....

.....

.....

.....

2. Humanizing the business

What can you do at this stage to bring a human face or aspect to the business? How can you make the customer see you as real people?

.....

.....

.....

.....

.....

.....

.....

.....

3. The personal touch

How can you add a personal touch to this stage of the experience?

.....

.....

.....

.....

.....

.....

.....

.....

4. Community

How can this stage reflect membership of the social groups or communities identified in the worksheet? What makes your brand appealing?

.....

.....

.....

.....

5. Individuality

How can this stage allow the customer to express their individuality? How can you give the customer a voice?

.....

.....

.....

.....

6. Status

What can be done at this stage to make the customer feel important and valued?

.....

.....

.....

.....



What next? As ever, when we complete this one we note our ideas down on the scratchpad for the stage so they are all in one place. You may find the sensory pleasure and emotion worksheets useful too.