



The Fleet Customer Experience Revolution

Which companies are setting customer experience expectations for your business?

By Jeofrey Bean

Knowing which companies are setting experience expectations is more important than ever. It goes beyond customer satisfaction and onto innovating the next generation customer experience.

Whether on the job, at home or relaxing on vacation, your present and future customers are having experiences that impact their expectations of you and your business. According to **J.D. Power and Associates Chief Research Officer Gina Pingitore**, “When you have a company that sets the new bar on expectations, it sets the bar for every company.” For example, “Amazon fundamentally changed the way that people interact and expect to interact with all online providers.”

You are not in competition with Amazon, yet part of your business is online. Why should you care about the Amazon customer experience? Because when people have experiences, they do not sort and compare them in neatly organized industry, product or service categories. They will compare their online experience with your company to their experience with Amazon.

This is true for the entire customer experience continuum. People compare the interactions they have with your messages / promises, people, processes, products and services to those interactions they have already experienced. And chances are very good that you are being compared to the extremes, the worst and the very best experiences.

Many experience leaders build a detailed and meaningful understanding of customers from a day-in-the-life perspective. These profiles, called personas, represent a type of customer. A persona could represent thousands of people with similar priorities and expectations. Each is distinctly different enough from the other customers so that effective decisions can be made about the experience that is most likely right for them. Google on images and personas to see the variety of persona examples. Do you have any favorites?

For instance If you developed personas for three different and valuable customer types, and included the companies that each persona considered providers of their best experiences, regardless of industry, what improvements could you make in your business now?

Example: Best and most effective customer experiences along the customer experience continuum for Customer Personas 1 – 3

Customer	Messages	People	Processes	Products	Services
Persona 1	Schwan's	Zingerman's Deli	Amazon	Apple iPhone	Nordstrom
Persona 2	USAA	Apple Retail	National Car Rental	Chevy Silverado HD	USAA
Persona 3	Wawanesa	Cabela's	Hotel Indigo	Intuit QuickBooks	Uber

If a customer, Persona 2, asserts that the most helpful people are at the Apple Store, the pick-up and return is easiest at National Car Rental and looks to USAA as a their trusted promise keeper, what does this tell you about creating a completely new experience for them in the future?

If you lead or are working at a company that people regard as an “experience maker” regardless of industry, then you are likely working on your next generation experience.

For most, it's time to take an accurate look at the companies setting people's experience expectations of your business. Then with those insights, decide what it means for your business now and in the future.

Next month, I'll discuss customer experience laboratories and how they create new customer experiences and reduce uncertainty. In the meantime, if you have any questions or comments let me know at jbean@delmarresearch.com

Reference Links:

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