

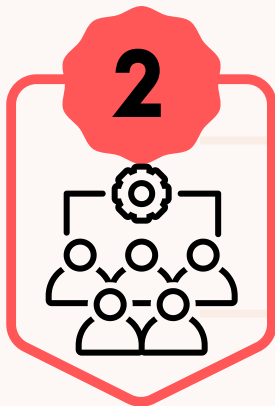
What is Customer Experience?

www.scu.edu/mobi



1
Your product or service

This is what you are selling to your customers.



2
You & your staff

The way you & your team interact with customers greatly influences their experience.



3
Your level of professionalism & customer service

It is important to be professional & provide great customer service. It shows the customers that you appreciate them & value their business.



4
Your dedication to their customer experience

Customers are looking for businesses that genuinely want to provide a good experience.



5
Their decision-making process

Customers use many factors when deciding where to shop. It's important to understand these elements so you can get & keep customers.