experience.com

Intentional Experience Architecture

PLAYBOOK

We're living in an **Experience Economy**

86% of customers are willing to pay more for a great customer experience*

*https://www.superoffice.com/blog/customer-experience-statistics/

CX drives over two-thirds of customer loyalty — more than brand and price combined.*

*Gartner: https://www.gartner.com/en/insights/top-insights/marketing-2020

INTENTIONAL EXPERIENCE
ARCHITECTURE PYRAMID

STEP 1

Design the Experience

DESIGN

"It's very easy to be different, but very difficult to be better."

JONATHAN IVE
FORMER CHIEF DESIGN OFFICER, APPLE

STEP 1 *Design* the Experience

You must be able to answer the questions below confidently — and with alignment from your entire executive team — or your Intentional Experience Architecture will not be built on a solid foundation.

Why does your organization exist?

_____

_____

_____

_____

What problem do you solve?

_____

_____

_____

_____

Who do you solve it for?

_____

_____

_____

_____

Why should they care?

_____

_____

_____

_____

STEP 1   *Design* the Experience

What, specifically, makes you better than your competitors?

_____

_____

_____

_____

How can you most effectively show and tell the world by delivering a differentiated Experience?

_____

_____

_____

_____

What Experience can you offer that none of your competitors can replicate?

_____

_____

_____

_____

How are you documenting your Intentional Experience standards to ensure consistent execution?

_____

_____

_____

_____

STEP 1 *Design* **the Experience**

What is your company's Mission Statement?

What are your company's Core Values?

What is your company's Vision Statement?

Are your Mission, Vision, and Values consistent with the Intentional Experience you described previously? If not, what changes need to happen to bring them into alignment?

STEP 1   *Design* the Experience

What are the moments that matter?

Not all interactions are created equal. Using the Experience Design from the past few pages, think about ways to elevate seemingly-ordinary interactions into memorable experiences by showcasing your brand's uniqueness. Look for ways to do so Before, During, and After a customer's initial interaction with your brand:

BEFORE

Before a customer ever interacts with a member of your team, there's a good chance they will visit your website and social media pages, check out your reputation online, and maybe even ask a friend or colleague. *How are you optimizing this Discovery period to help your brand go from a potential commodity in their mind into a Category of One?*

_____

_____

_____

_____

_____

_____

STEP 1 *Design* the Experience

DURING

What specific actions will you direct your Experience Architects to take during transactions to separate your company from others?

_____

_____

_____

_____

_____

STEP 1   *Design* the Experience

AFTER

Strong brands are built on repeat and referral customers. What actions will you take after a customer's initial purchase to keep the relationship open and warm?

_____

_____

_____

_____

_____

_____

STEP 1   *__Design__* **the Experience**

Write Your Intentional Experience Statement:

[Company] [the differentiated thing you do] for [target customers] by [differentiated experiences in the moments that matter] because [why].

_____ _____ for _____ by _____ _____ because _____ .

Everyone at your company must be an **Experience Architect**

STEP 2

Build the Team

BUILD

DESIGN
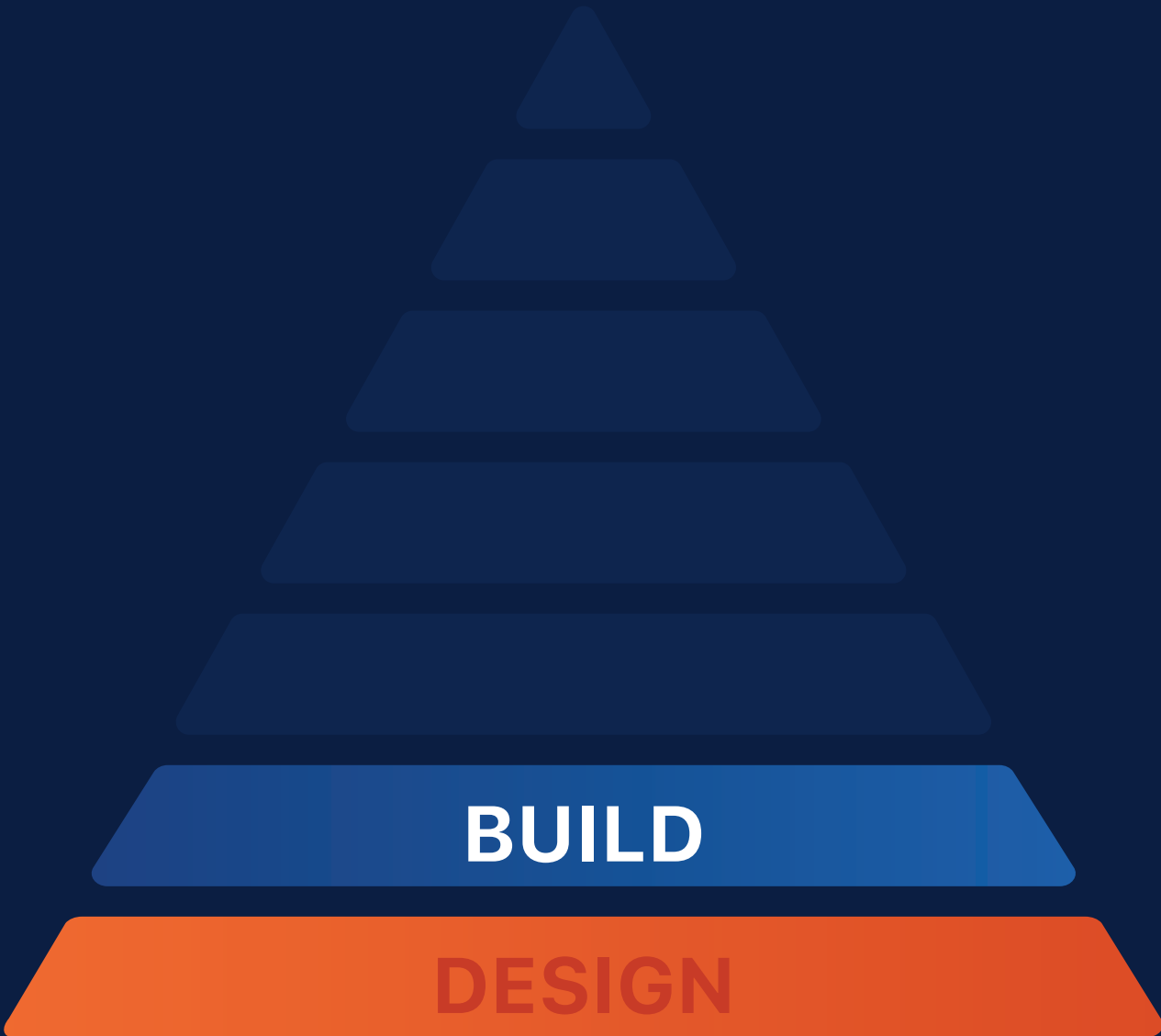
STEP 2 *__Build__* **the Team**

Anyone at your team can make/break a deal - be first/last impression, etc.

Attract

Get the right people to do the right jobs to create the right experiences

Align

Ensure every Architect **understands his or her role** in your Intentional Experience Design

Engage

Engage your Architects **by collecting and sharing VoE and VoC data to maximize every moment**

Attract

How will you Attract the right candidates to create a team of Experience Architects?
Think about things like:

- ✓ What you publish in your Job Descriptions

- ✓ The benefits you offer for your Architects and their loved ones

- ✓ How you conduct interviews with candidates

- ✓ The Applicant Journey from job description to onboarding

Align

How are you ensuring every Architect is aligned with the company's Intentional Experience Statement?

Every Architect should be able to recite the Intentional Experience Statement, and it should be the backbone of your company's internal enablement strategy. If every Architect doesn't understand how he or she fits into the bigger picture, your team will not be operating at maximum potential.

Engage

How are you sharing voice of customer and voice of employee data to maximize moments?

Every Architect should be able to access voice of employee and customer data to identify areas of opportunity to maximize moments. If architects are not engaged with VoE and VoC data collection and analysis, it will be challenging to build intentional experiences.

STEP 3

Deliver the Experience

DELIVER

BUILD

DESIGN
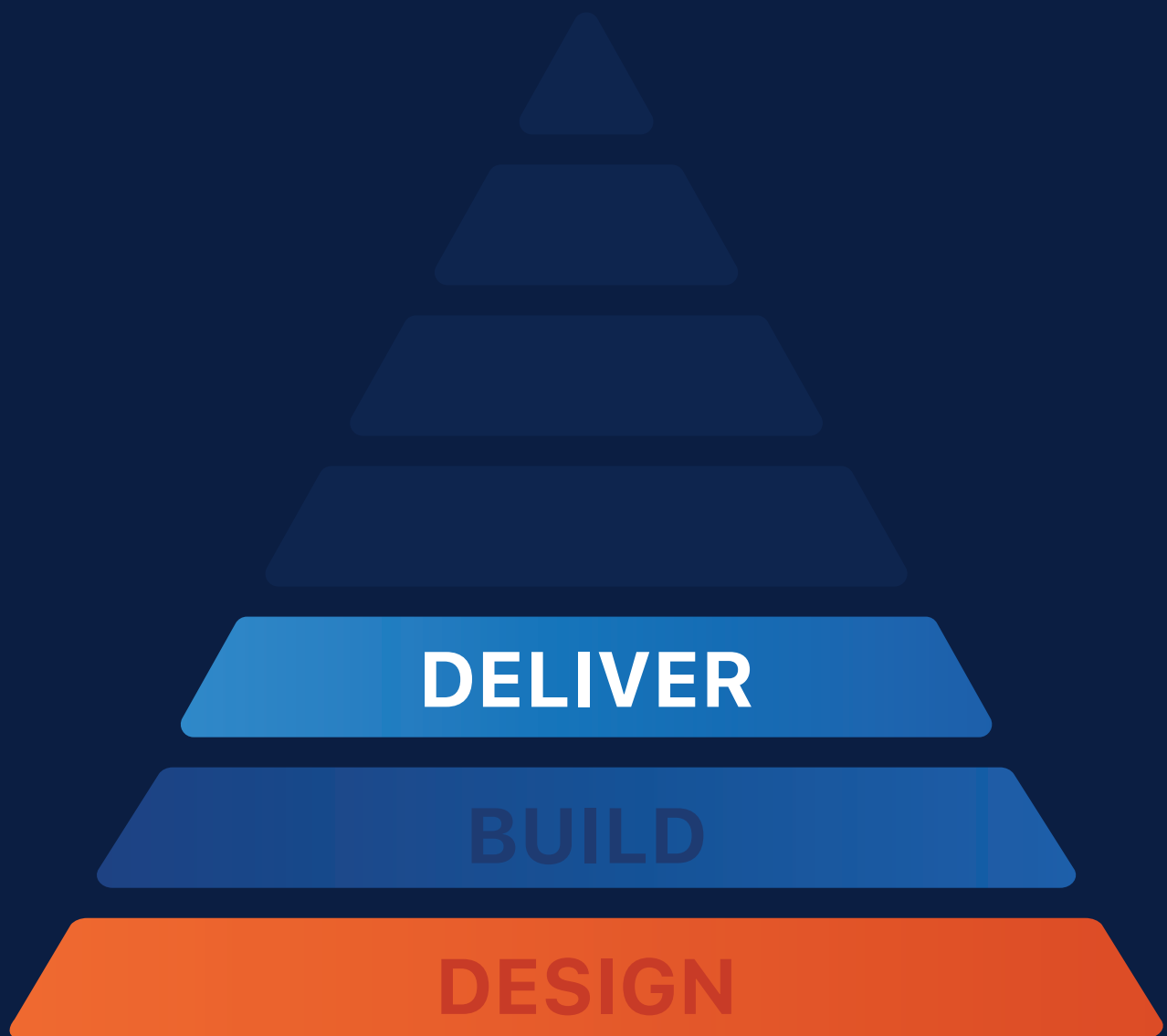
STEP 3   *Deliver* **the Experience**

We live in an **omnichannel** world, so Experiences must be Intentionally consistent:

- ✔ Online, offline, and mobile

- ✔ Pre-purchase, during purchase, and post-purchase

- ✔ From day to day

- ✔ From department to department

- ✔ From Architect to Architect

- ✔ Whether automated or manual

STEP 3   *Deliver* the Experience

By mapping **Moments That Matter**, you can elevate everyday interactions into memorable experiences — along every journey, for every customer.

Figure out moments that matter + measure them in real time.

Not every moment is created equal - which ones can you elevate into experience?
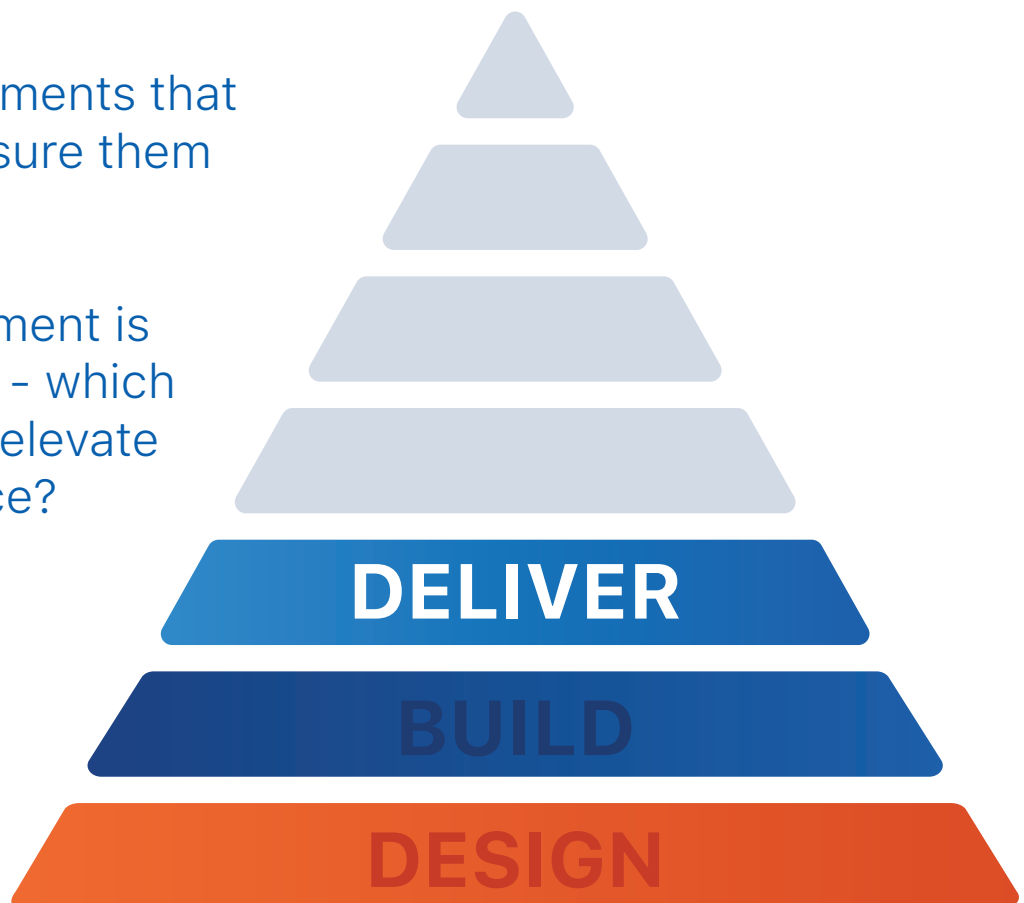
DELIVER

BUILD

DESIGN

STEP 4

Collect the Data

COLLECT

DELIVER

BUILD

DESIGN

"Not everything that can be counted counts, and not everything that counts can be counted."

ALBERT EINSTEIN

STEP 4   *Collect* the Data

In the collection phase, we use mobile-optimized surveys that can specifically refer to the employee who interacted with your customer, meaning that customers are responding to both your brand and the specific person with whom they engaged, **leading to average response rates above 50%.**

1. Survey Invite

Thank you so much for your business.

Dear Jennifer,

Thank you so much for your business. Your business and your opinion is very important to me. Would you please click the link below and take our very brief satisfaction survey and tell us how we did?

TAKE SURVEY

Christopher Yin
Financial Advisor

2. Rating

North Pacific

Customer Satisfaction Survey

Christopher Yin
Financial Advisor

3. How did you rate our service?

Poor   Awesome

← Previous Question

3. NPS Rating

North Pacific

Customer Satisfaction Survey

Christopher Yin
Financial Advisor

5. How did you rate our service?

Poor

| 0 |
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |

4. Gateway Question

North Pacific

Customer Satisfaction Survey

Christopher Yin
Financial Advisor

15. How was the overall experience ?

○ Great Experience

○ Just Ok Experience

○ An Unpleasant Experience

← Previous Question

Only about **1 in 26 unhappy customers** takes the time to complain to the company.*

That's why it's so important that you do offer opportunities to capture the negative as much as the positive, and why it's so important to re-connect with the unhappy customers as responsively as possible.

STEP 4   *Collect* **the Data**

Measure Meaningful Moments Along Every Journey
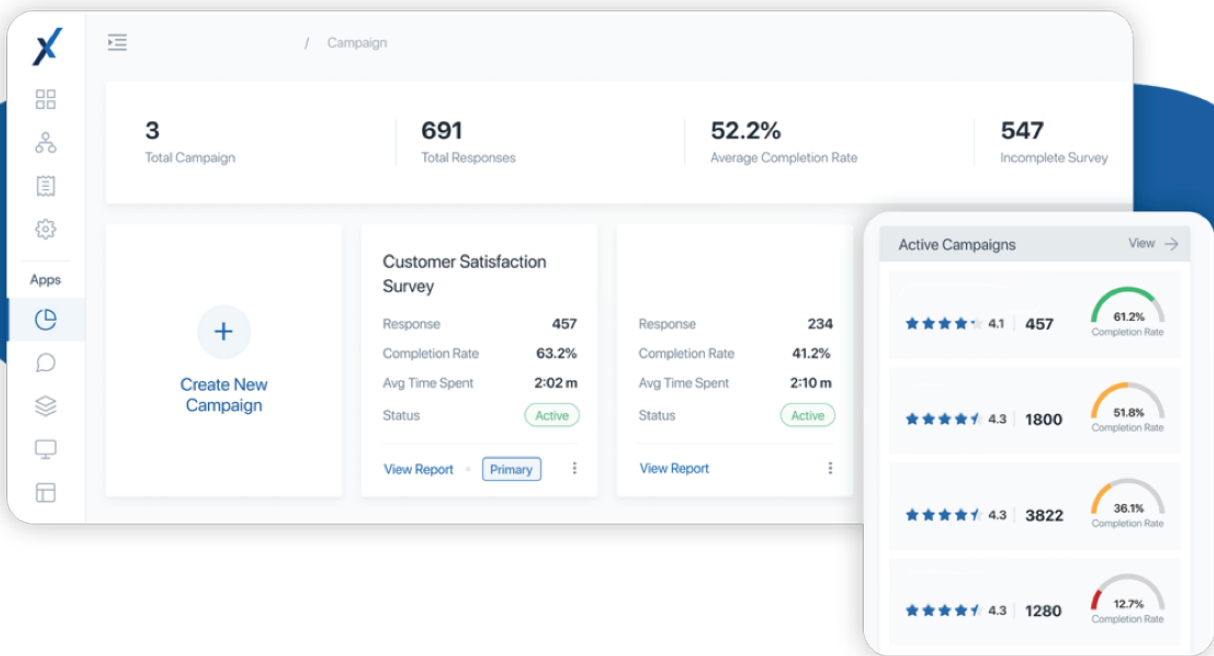
In a big shift from other tools, XMP survey campaigns are triggered immediately after each experience to capture sentiment data in real-time.

The XMP integrates through API or simple file uploads to trigger these surveys at multiple touch-points during a customer journey so that you can understand sentiment throughout the customer lifecycle, not just at the end of a transaction.

STEP 5

Analyze the Data

ANALYZE

COLLECT

DELIVER

BUILD

DESIGN

INTENTIONAL EXPERIENCE ARCHITECTURE PYRAMID

STEP 5 *Analyze* the Data

Visual Dashboards

Leaders in your organization will love the simplified dashboards of the Experience Management Platform.

STEP 5   *Analyze* the Data

Visual Dashboards

You get at-a-glance visibility into your campaigns, each of which represents a different touch point, so that you can visually understand sentiment.
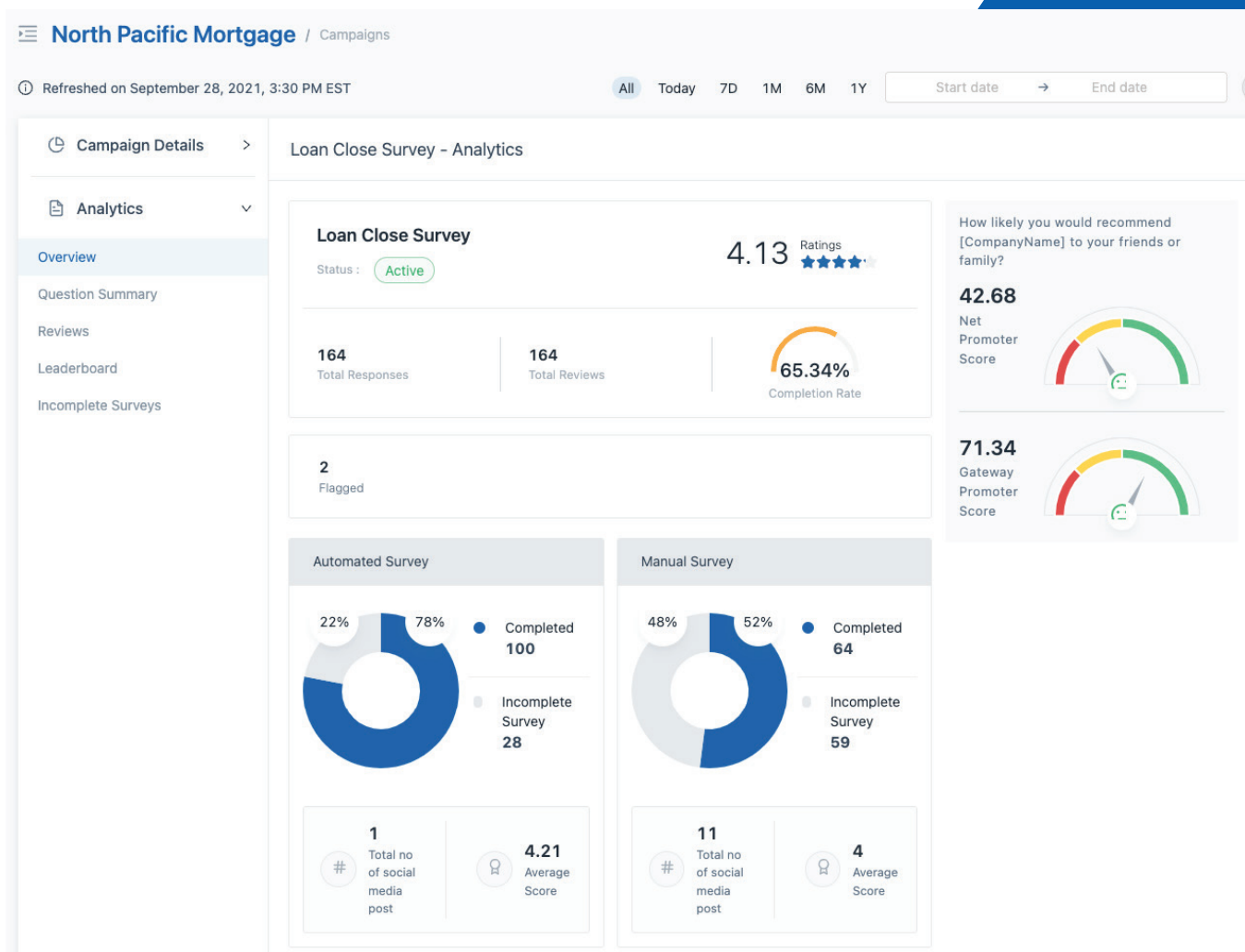
STEP 5   *Analyze* the Data

The Power of Hierarchy

A key platform differentiator is how we power your organization by reflecting your corporate hierarchy within the XMP.

Data feeds into the reputation of the customer-facing employee, their branch, region, and ultimately your entire brand.

This means that your online reputation can be strengthened at every level of your organization, at your discretion.
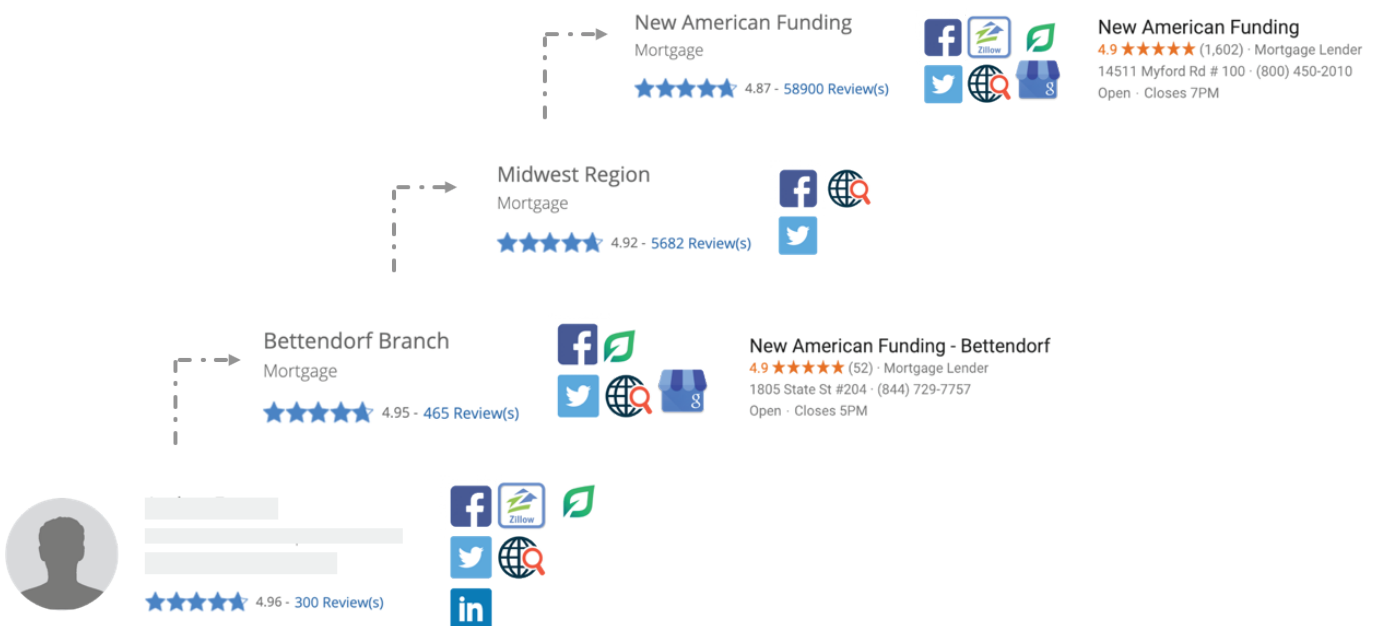
STEP 5   *Analyze* the Data

Employee Leaderboards

Our XMP can associate customer sentiment with individual customer-facing employees, enabling you to share leaderboards with your internal organization to create friendly competition and a myriad of coaching opportunities.

STEP 6

Act on the Experience

ACT

ANALYZE

COLLECT

DELIVER

BUILD

DESIGN

"There is no advertisement as powerful as a positive reputation traveling fast."

BRIAN KOSLOW

Make every experience matter more

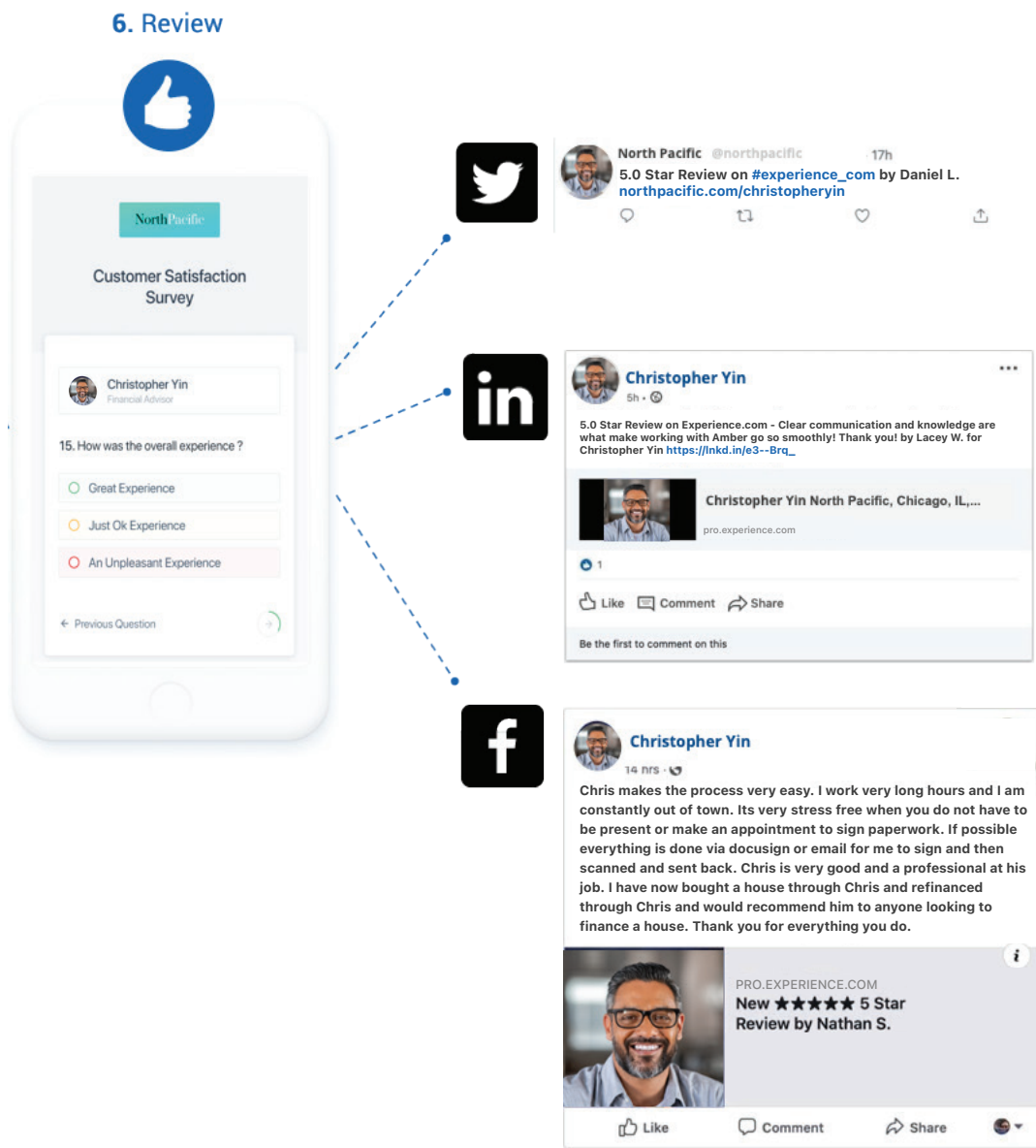**90%** of customers read online reviews before engaging with a local business*

STEP 6   *Act* on the Experience

Amplify feedback from happy customers

88% of customers trust online reviews as much as a personal recommendation*

*https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/

STEP 6 *Act* on the Experience

Manage reviews... and the experiences they represent

Google ★★★★★

facebook ⭐

125 Total Reviews	4.43 Average Score	1 Total Replied Reviews	49 5-Star Reviews

X

Score: Newest

Filters   Clear

Reviews

Search

Search Reviews

Date

Start Date

End Date

Source

Select Source

Rating

0   5

Tiers

Please select

Agent

Search and Select Agents

David Henry
Agent

4.5 ★★★★⯪
June 30th, 2021 06:24 AM

I give our agent five stars, they were able to get my buyer to the closing table in a reasonable amount of time. They were professional, friendly and knowledgeable. I highly recommend them to get the job done. Thanks again!

Verified Customer X   Abramo S   Reply

M   Thank you for your great review! Your satisfaction is important to our entire organization.

Cancel   Send

Kevin Peterson
Agent

4.0 ★★★★☆
June 30th, 2021 06:24 AM

I worked with this agent during the entire mortgage process. They were personable and professional. They would reach out to me during the process to insure that I remained well informed. Any questions that I had was

STEP 6   *Act* on the Experience

Automate complaint resolution for unhappy customers

Turn detractors into promoters; resurvey them once it's been resolved to capture & verify success

It takes 12 positive experiences to make up for one unresolved negative experience

Customers are 3X more likely to tell their friends about a negative experience

CEO / President

Customer Care

Branch Manager

★⯪☆☆☆ 1.67 Survey completed on April 2, 2019

Verified Customer

It **costs 6-7 times more** to acquire a new customer than to retain an existing one.*

*Bain & Co: https://media.bain.com/Images/Value_online_customer_loyalty_you_capture.pdf

STEP 7

Refine the Experience

REFINE

ACT

ANALYZE

COLLECT

DELIVER

BUILD

DESIGN

"To succeed in this world, you have to change all the time."

SAM WALTON, WALMART FOUNDER

Intentional
Experience
Design
Never Ends

97% of customers are more likely to maintain loyalty to a brand that implements changes based on their feedback.*

*https://www.smallbizgenius.net/by-the-numbers/customer-service-statistics/#gref

Intentional Experience Architecture Pyramid

1. **Define Your Differentiator**
2. **Attract & Enable Your Architects**
3. **Show Experience is Everything**
4. **Measure Moments that Matter**
5. **Go Deeper with Data**
6. **Amplify Amazing Experiences**
7. **Improve & Evolve the Experience**

REFINE

ACT

ANALYZE

COLLECT

DELIVER

BUILD
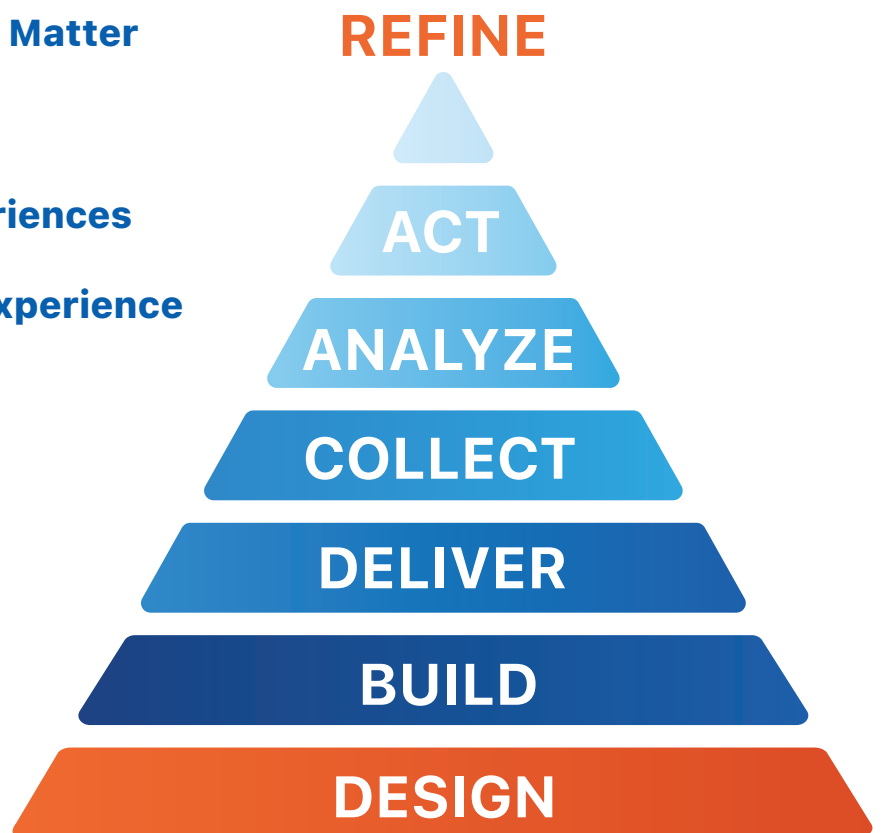
DESIGN

Next Steps

Want feedback on your Intentional Experience Architecture Design?

Request a free Strategy Session with an Experience.com Experience Architect today by going to **www.Experience.com/request-demo**