



Creating an Ideal Customer Experience

Businesses are looking for ways to entice customers to enter their brick-and-mortar business. Instead of continuous sales and offers, why not focus on creating the ideal customer experience. Customers will return and prefer to do business with organizations they have an established relationship with and feel valued. Creating the ideal customer experience is much easier than it sounds.

1. Begin the transformation outside your brick-and-mortar business. Is your business easily visible from the road? Would new customers have a problem finding you? What does the sign, parking lot and exterior look like? What adjustments could you make to create a friendly, warming and more welcoming environment?
2. When a customer first walks in, what greets them? How does the business smell? Is there so much merchandise on display, a customer could feel trapped or unable to clearly see everything? How is the business set up? Is there someone to greet them upon entrance?
3. Do you have refreshments to offer customers? Are there comfortable chairs to sit in? Are the bathrooms clean? For customers that are in a hurry, how easily could they find what they are looking for and leave? What kind of music is playing?
4. How are your employees? Do they greet the customers and act as though they want to be at work and help? Are your employees engaged? How long will clients have to wait for help?
5. Should clients have to wait, is there something to entertain them? Brochures to read, magazines or a local newspaper. Can employees tell you are working to help them, but not rushing the other people?
6. How easy is it to speak to a manager or make a return? Do customers have to argue and fight to get something right?
7. What is the lighting like? Can customers clearly see what you are selling?

These are just some of the many things which go into making your business an ideal customer destination. Transparency, honesty, and great communication are also key elements. If customers know they will be treated well, find what they need, and pay a fair price they will return and make referrals. What better compliment could you receive?