

Making a Plan for Your Customer Experience *Guidance for a Business Owner*

- Make a list of every interaction your customer might have with your business, from discovery, through purchase, to follow-up (or similar process). Brainstorm how you can create a positive outcome at each interaction.
- What is most important to your customers? Write your thoughts. Test through feedback if you are correct.
- How do you want customers to describe your business? Write down some keywords, or a goal statement. Measure the frequency these words are used in feedback.
- What are the ways you would like your customers to give feedback? Make a list.
- Who will monitor and respond to feedback online? Assign someone on your team and set a schedule.
- What will you offer (if anything) in response to negative feedback? What (if anything) is your staff authorized to provide? Document these processes.
- Will you reward positive feedback? If so, how? Document these processes.
- Can you think of a time you provided negative feedback to a business and they did a good job responding to you? Incorporate the positive activities from this experience into your planning.
- Can you think of a time that you used negative information to make good improvements? Use this example to motivate yourself and your team.
- Write a general response that you can use to respond to online feedback, positive and negative. (*Writing this response in advance will help you respond more quickly. It will also help you respond in a way that is calm and professional, even when faced with negative feedback.*)
- How will you keep track of feedback over time? Create a tracking system.
- How frequently will you review your feedback to look for patterns? Assign a number system to your feedback to measure results, and set a regular review schedule.