

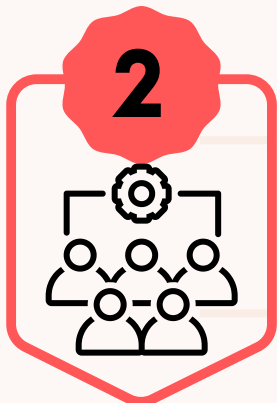
# What is Customer Experience?

[www.scu.edu/mobi](http://www.scu.edu/mobi)



## **Your product or service**

This is what you are selling to your customers.



## **You & your staff**

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



## **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.



## **Your dedication to their customer experience**

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



## **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.



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