The Latest from Scott McKain's ICONIC Insights

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[The Cons and Pros of 5 Ideas for an Ultimate Customer Experience®](#)
By Scott McKain on Apr 12, 2023 06:56 pm

If your goal is to provide an Ultimate Customer Experience®, here are five ideas that could help you achieve your target. However, there are always reasons NOT to take action – so I'm going to go a bit backward and present "Cons and Pros." First, you'll see a reason why you should not take the recommended step, followed by an incentive to overcome the potential objection.

- **Implement a personalized experience:** Customers want to feel special and recognized, and using their data to personalize their experience can go a long way. This includes personalized recommendations, customized offers, and tailored communication.
  - *Cons: Personalization requires access to customer data, which can raise privacy concerns if not handled properly.*
  - *Pros: Customers feel valued and appreciated, leading to increased loyalty, spending with your organization, and enhanced engagement.*

- **Offer a seamless omnichannel experience**: Customers expect to be able to interact with your company through various channels, from social media to email to phone. Ensuring a seamless experience across all channels can improve customer satisfaction.
  - *Cons: Maintaining consistent messaging and branding across channels can be challenging and requires investment and commitment.*
  - *Pros: Customers will be able to interact with your brand in a way that is most convenient for them, leading to increased engagement and satisfaction. How can it be an Ultimate Customer Experience if it's difficult for customers to connect with you in the manner they desire?*

- **Continuously gather feedback and improve:** Customers want to know that their voice is heard and that the brand is listening to their feedback. Continuously gathering feedback and using it to improve the customer experience can lead to a better overall experience.
  - *Cons: Gathering and analyzing feedback can be time-consuming and resource intensive.*
  - *Pros: Customers feel heard and valued, leading to repeat and referral business – the lifeblood of profitability.*

- **Create a community:** Customers want to feel like they are part of something bigger than just a transaction. Creating a community around your brand through social media, events, and other initiatives can foster a sense of belonging and connection.

- - Cons: Creating and maintaining a community can take a lot of effort and monitoring. You need to have team members ready to respond when your customers provide input.
  - Pros: Customers feel a sense of loyalty to the brand and are more likely to advocate for it. If "word-of-mouth marketing" is truly impactful, this is a dynamic way to stimulate more of it.

- **Deliver the Ultimate Customer Experience®:** Customers now expect quick and effective solutions to their problems. Providing support, offering multiple channels for customer service, and empowering employees to make decisions can all contribute to a positive customer service experience. It's your primary opportunity to improve retention and referrals – and create the kind of organizational culture that inspires productivity from your team.
  - Cons: Providing this level of high-quality customer experience can require additional training and investment.
  - Pros: Customers feel heard and valued, leading to increased loyalty and repeat business…and profit!

You can always find a reason not to do what needs to be done to deliver an Ultimate Customer Experience.® However, for every action, there is an ROI. As I've written before, ROI can mean what we customarily assume – Return on Investment – or it can have another impactful meaning: Return on *Inaction*.

What if your competition decides an investment in the Ultimate Customer Experience® is worthwhile – and you do nothing? What if your customers become attracted to your competition because they are serving them at a higher level where they feel known, heard, and valued?

The "pros" of the Ultimate Customer Experience outweigh the "cons" – and by a significant margin. Now the question becomes, what action will you take?

My new book is about eight weeks from release – and it's titled (as you might expect) "The Ultimate Customer Experience: 5 Steps Everyone Must Know to Excite Your Customers, Engage Your Colleagues, and Enjoy Your Work."

This book is NOT about theories, complex strategies, or customer journey maps. It's about the five steps that every organization must ensure that each team member knows in order to create the kind of customer experience that ensures repeat and referral business.

It's available for price-protected pre-order from Amazon and other retailers now:

- Amazon:
  - https://www.amazon.com/gp/product/1637632126/ref=ppx_yo_dt_b_asin_title_o04_s00?ie=UTF8&psc=1
- Barnes & Noble:

- https://www.barnesandnoble.com/w/the-ultimate-customer-experience-scott-mckain/1143298799?ean=9781637632123

- Bulk orders are handled quite effectively by Porchlight Books:
  - https://www.porchlightbooks.com/product/ultimate-customer-experience-5-steps-everyone-must-know-to-excite-your-customers-engage-your-colle–scott-mckain/isbn/9781637632123