

# The Latest from Scott McKain's ICONIC Insights

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## [Why the Customer Experience is Often Awful](#)

By Scott McKain on May 26, 2023 01:24 pm

### **Introduction**

Look, I realize that I'm prejudiced. However, I genuinely believe that in today's world, the customer experience is everything.

Customers, whether B2B or B2C, expect to be treated with respect, courtesy, and efficiency when interacting with your organization. Unfortunately, this is not always the case.

Many companies fail to deliver the Ultimate Customer Experience®, leaving customers frustrated and unsatisfied. Let's examine three reasons why the consumer experience in so many enterprises is so terrible.

### **Lack of Training**

Lack of training is one of the primary reasons why the consumer experience of so many enterprises is terrible. The majority of companies do not devote enough time or money in educating their employees to provide the type of customer service that generates repeat and referral business. Training is necessary for employees to learn how to effectively manage difficult consumers and resolve issues. Failure to do so results in lengthy wait times, incorrect orders, and an overall negative consumer experience. When employees lack the skills and knowledge necessary to provide a positive customer experience, the company suffers.

Training should be continuous and consistent, as well as tailored to the specific requirements of the organization and its customers. It is not nearly enough to conduct a single training session and then forget about it. Regular updates and feedback should be provided to employees to develop their skills and ensure customer satisfaction.

In my forthcoming book, [The Ultimate Customer Experience®](#), I write:

- “No organization would invest in an activity—or ask their employees to invest in an activity—in which they had little interest! Just as you wouldn't buy season tickets to the games of a sports team you didn't care about, or you wouldn't watch every episode of a television show you didn't enjoy, your company would not have given you this book if they weren't interested in this content and focused on your important role in enhancing customer experience.”

Unfortunately, it is often the case that companies who claim to be “all in” on the customer experience are not. If they were, they would properly invest in the training and education that

ensures their frontline teams can deliver what their marketing promises.

## **Inadequate Communication**

Inadequate communication is another reason why the consumer experience of so many businesses is so poor. When customers have questions or concerns, they want to be able to communicate with the business easily and quickly. However, many businesses do not provide adequate communication channels for their customers. This can result in frustration and discontent as customers can feel ignored and insignificant.

Effective communication is crucial for a positive customer experience. Businesses should provide multiple channels for customers to communicate, such as email, phone, and chat. Customers should be able to reach the business easily and receive a prompt response. Additionally, part of the previously mentioned training should include effective communication skills, such as active listening and clarity in communication. This will improve customer satisfaction and loyalty.

## **Lack of Empathy**

A lack of empathy is the third reason the customer experience is so awful from so many businesses. It's one of the five steps to an Ultimate Customer Experience from my forthcoming book.

Employees who lack empathy may not be able to relate to their customers' concerns or emotions. This can lead to a lack of understanding and a failure to provide the level of service that customers expect. Customers want to feel heard and understood, and when businesses fail to provide this, they are likely to lose customers.

Empathy is the ability to understand and share the feelings of others. It is essential for employees to have empathy when interacting with customers. This means actively listening to their concerns, showing understanding and compassion, and taking action to resolve issues. Businesses should foster a culture of empathy and understanding, starting with hiring employees who possess these qualities. Additionally, businesses should provide ongoing training to reinforce empathy and customer service skills.

- ***The Ultimate Customer Experience® is essential to the success of any business. Unfortunately, many businesses fail to provide it, leaving their customers feeling frustrated and dissatisfied. When businesses prioritize the customer experience, they will see increased customer engagement, loyalty, and, ultimately, success.***

EVERY member of your team must learn the five steps required to deliver the UCX for your business. [Pre-order my new book, "The Ultimate Customer Experience ®" today!](#)