

# *Ignite* YOUR BRAND LEADERSHIP & BRAND STRATEGY COACHING PROGRAM

## MODULE 2 - WEEK 8

Evaluate + Improve the Customer Journey



Welcome to Module 2, Week 8 where you'll be considering the customer experience. Your customer experience starts as soon as someone becomes aware of who you are and what your business is. The experience carries through from time of awareness, into the sales process, while they are a customer and even post-customer.

Throughout all of this it's important to consider your company culture, which is heavily informed by your brand, in fact, the brand strategy foundation you've been working on in this program essentially is your culture. The brand work you have done has outlined what your stand for and why, along with articulating values and guiding principles -- all of this is your culture! And an authentic culture is something you live and breathe internally and externally, it's all a part of your customer experience. Getting really technical, you can call it a "Customer Experience Strategy," or "CX Strategy"

This week's lessons are...

- Lesson 1: Brand is an Experience
- Lesson 2: Evaluate the Current Experience
- Lesson 3: Experience Gaps & Opportunities

*Amber*

### SHAPE YOUR BRAND EXPERIENCE

#### **Brand is an experience that informs every step of the journey.**

You've been having a brand experience with me and Soul Seed. From the time we met, from enrolling in and participating in this program. You've likely picked up on how we're about authenticity, soul + strategy. Heart + head. Everything is designed to help you feel + do. That's what my brand about: guiding you in finding your internal answers and then being a strategic partner to help you put plans into motion, to take action for growing your business that's soulfully aligned to your vision. We don't do everything perfect however we aim to take ownership and be authentic and honest if we make a mistake.

The Soul Seed brand is about creating space to be human and we aim to walk this walk in everything we do.

To create an experience, first decide what the experience is that you want to create (by considering the lessons we explored in weeks 1-4) and then you can create that desired experience **by thinking through each step of the customer's journey.**

In this lesson you're going to consider the ways that people are in an experience with your company to help you craft the brand experience that you desire to create.

You are aiming to create an experience that is **authentic for your brand.** You get to choose which steps and pieces matter most to you.

Think about what it is that you truly stand for and deliver to your clients. And think about how this comes through in the experience.

It's important to remember that we as the leaders are so close to our brands, we know our businesses inside and out. To improve your customer experience, it helps to **see things from your customer's point of view.** For example, simple things like: how to start the process in working with you or your pricing structure, you may know this inside and out, but is it clear to customers? When they are in the sales consult process, have they been told what comes next, and how long until they will hear from someone? Once they are a customer, if they need to reach out for support, was it made clear to them on how to do that?



There are 4 key areas that make up CX: sales, marketing, culture, and service. All of these are determined by your foundation (brand). It is the culmination of these things that formulate the overall experience

### YOUR BRAND FEELING

Remember, brands create emotional connections (not commodities). People connect with brands based on an emotional feeling. Develop the top 4-6 brand words that describe your vibe, tone, and feeling

1) How does your brand feel like?

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2) If your brand were a flavor, what would it taste like?

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3) If your brand were a scent, what smell would it be?

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4) What does your brand sound like?

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5) What are the top 3 words that you want people to think of when they think of your brand?

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Looking at your answers above, write down the top 4-6 Brand Words that you've identified:


Now consider here forward, **how can you guide your customer to feel connected to your brand through the experience?** You create emotional connections through experiences. These connections will encourage your customers to move to each next stage of the process.

### EXPLORING YOUR BRAND EXPERIENCE:

What is the experience you want a customer to feel all the way through? (from lead, to customer, to post-customer?)

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Consider the customer lifecycle journey, how do they first learn about you and what is the experience (such as on your website, social media, etc.):

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What does your customer experience in the sales process? Are there barriers to entry?

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Once they are engage in services with you, what is that experience like? Consider, how do you re-instill and carry through on the promise and brand values that enticed them to become a customer in the first place?

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How about off-boarding? Off-boarding survey, a thank you gift? No action? No follow up?

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Put yourself in your last prospect's shoes who did NOT buy, what was their customer buying journey, every step of the way:

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Is there anything you could have done differently to help them have a better experience?

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Now think about the last client who did NOT renew (that you really hoped would renew). Why didn't they renew? Was there anything about the experience (service) that could have made a difference?

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Now think about one of your best clients who renews/buys everything you have to offer. Why do they buy? If you were in their shoes, what would they say they FEEL in the experience of working with you? What they say they LOVE about your brand?

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Finally, imagine you are a customer who is reaching out to you today. Step by step, what's the journey they experience with you from lead, to sale, to being a client, to renewal/up sale, to off-boarding? Would you buy from you? If so, why? And how can you amplify more of that in your overall experience?

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If not, how can you make it better?

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What is 1 thing you are committing to, to improve your customer experience?

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Remind yourself of your guiding principles. Everything in your experience strategy should align to those guiding principles. Here you will drill down further into each key area in your business to identify where your opportunities are.

### SALES

Evaluate each step of your sales process. Is it aligned to the guiding principles?

Would you buy from you?

If not, why not? And what are you committing to do about this?

### MARKETING

Is your marketing reflecting the authenticity of who you are/who your business is?

Where are things working well in your marketing?

Where is there opportunity for improvement?

### CULTURE

Does your internal culture align with the guiding principles? Are you "walking the walk?"

Where are you doing well?

Are there any gaps between what you say you believe and what you stand for, and how you are actually showing?

### DELIVERY OF SERVICES

Are you delivering in accordance to the promised experience?

Where are there gaps?

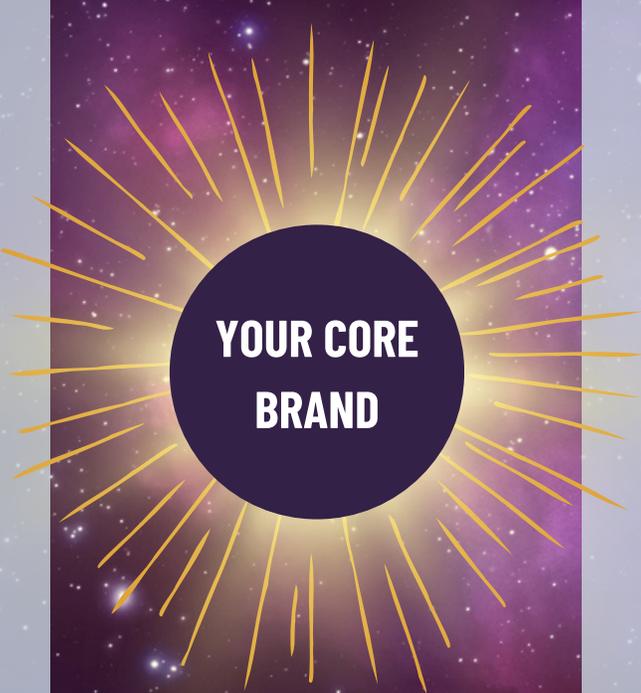
Where are opportunities to bring more delight to customers?

USE THIS SPACE TO MAKE NOTES FOR WHAT YOU ARE CELEBRATING AND DOING WELL IN EACH AREA AS WELL AS ANY IMPROVEMENTS YOU ARE COMMITTED TO:

**SALES**

**MARKETING**

**SERVICE DELIVERY**



**YOUR CORE  
BRAND**

**CULTURE**