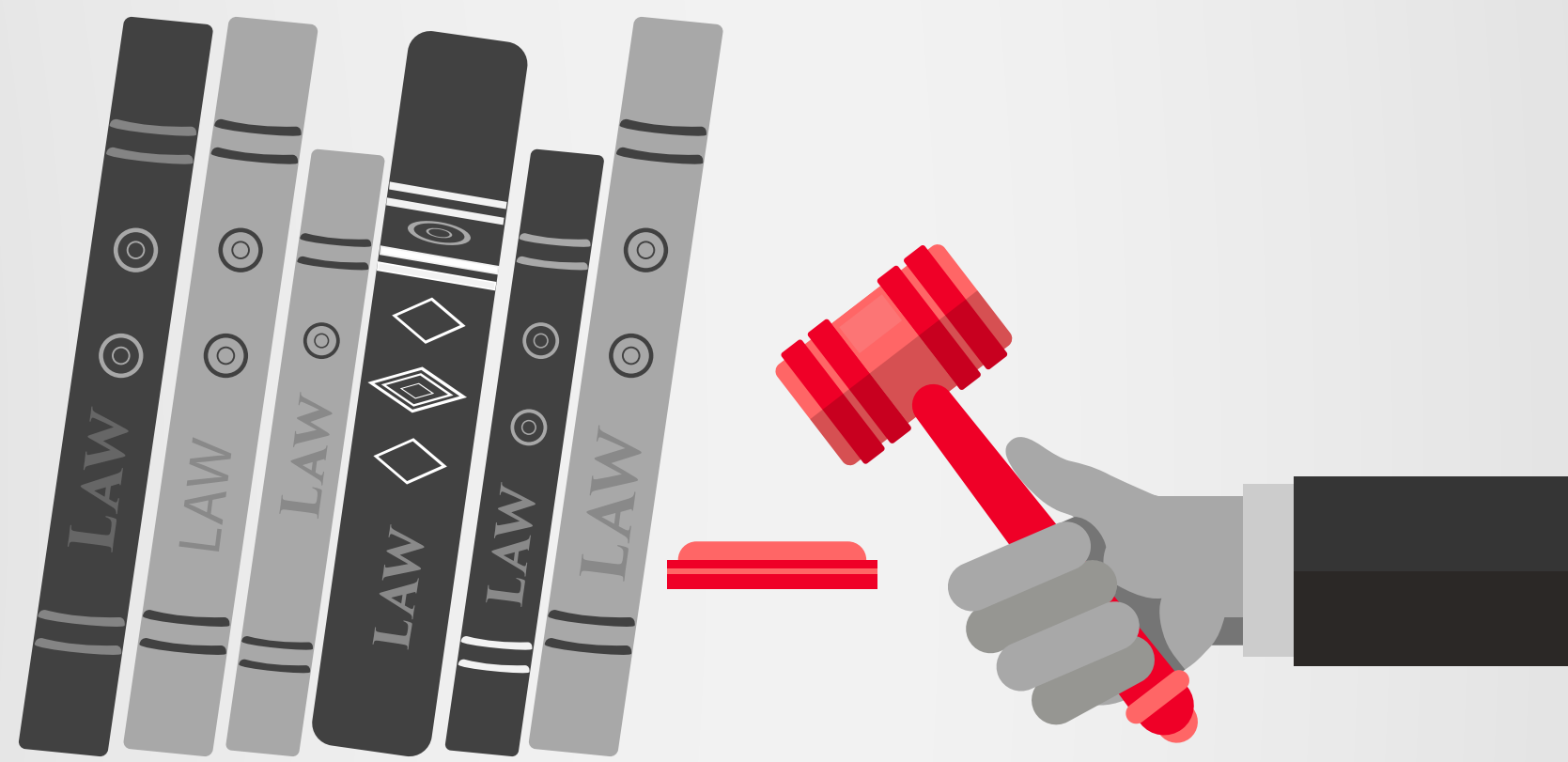


# Six Laws of Customer Experience



If you want to create great customer experience, then you must understand the Six Laws of Customer Experience. They represent the fundamental truths about how organizations treat customers.

## LAW #1

### Every Action Creates a Personal Reaction

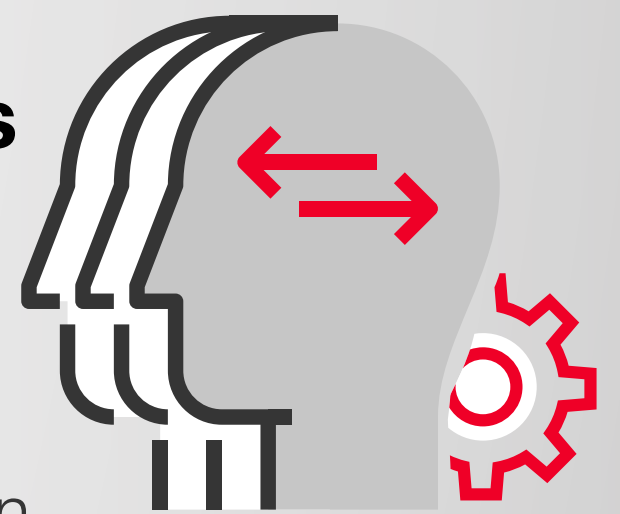
Experiences are in the eyes of the beholder. An experience can be good for one person and bad for another.



## LAW #4

### Unengaged Employees Don't Create Engaged Customers

If a company wants to sustain great customer experience, then its employees must be bought into the mission of the company and must be aligned with the effort.



## LAW #2

### People Are Instinctively Self-Centered

Everyone looks at the world through their own frame of reference. The challenge is that employees often have a completely different perspective than customers.



## LAW #5

### Employees Do What Is Measured, Incented, and Celebrated

Employees conform to the environment they are in—the metrics that are tracked, the activities that are rewarded, and the actions that are celebrated drive how employees behave.



## LAW #3

### Customer Familiarity Breeds Alignment

Given that most employees want their company to better serve customers, a clear view of what customers need, want and dislike can help align decisions and actions.



## LAW #6

### You Can't Fake It

Employees can sense when customer experience is not a top priority with the company's leaders. Customers can tell when the company isn't committed.



For more information, visit the *Customer Experience Matters*® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

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