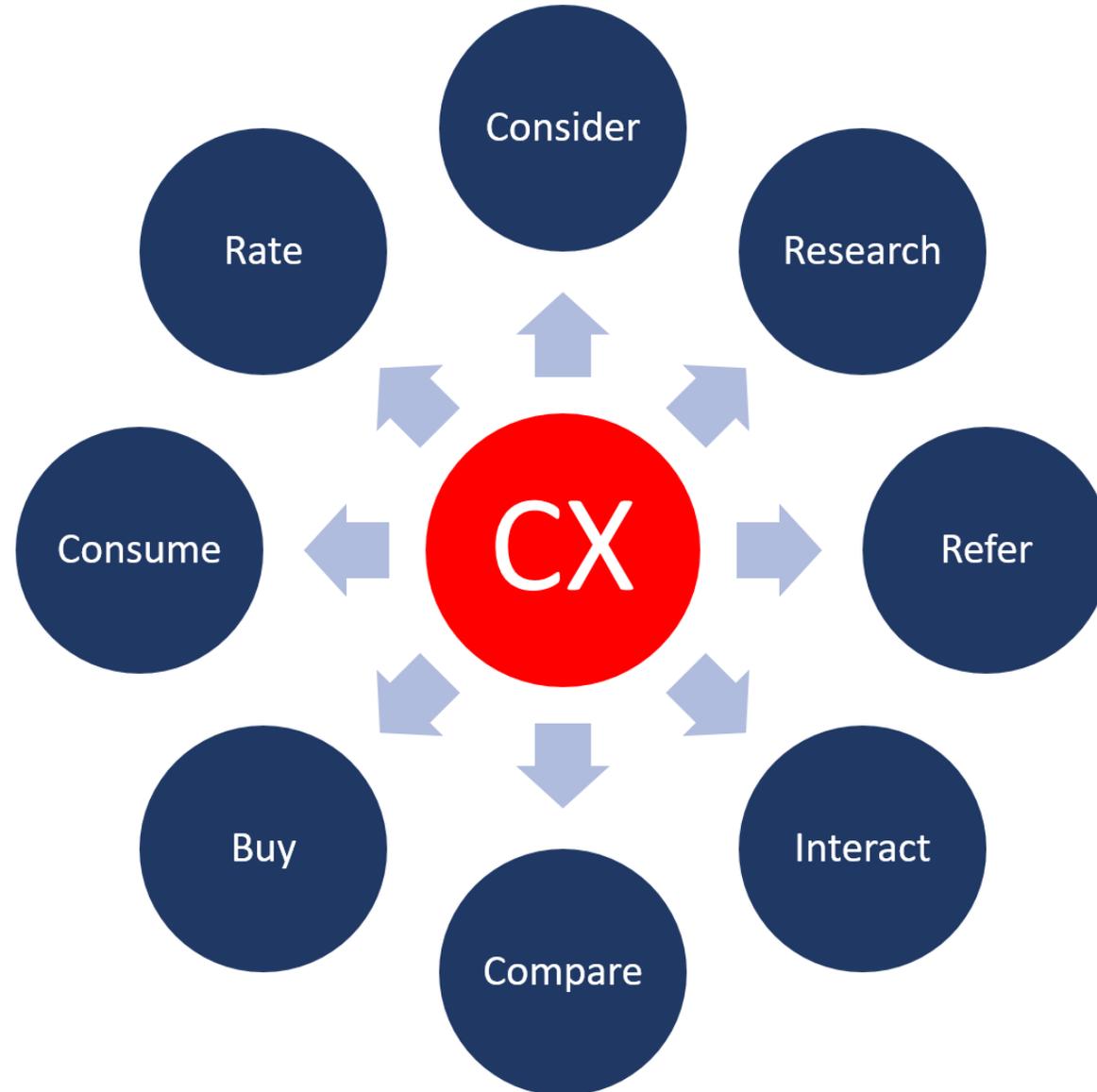
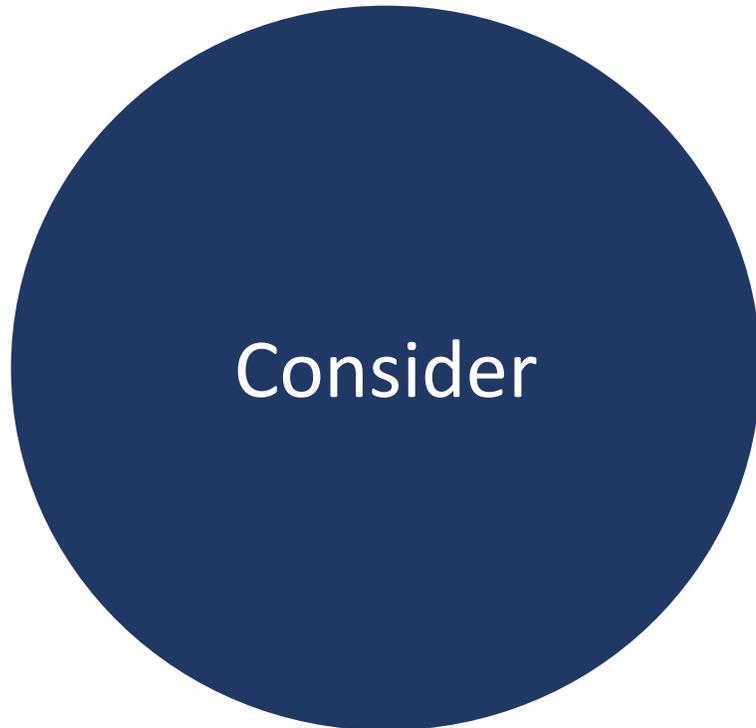




The Key Stages of the Customer Experience



The Consider Stage: Definition

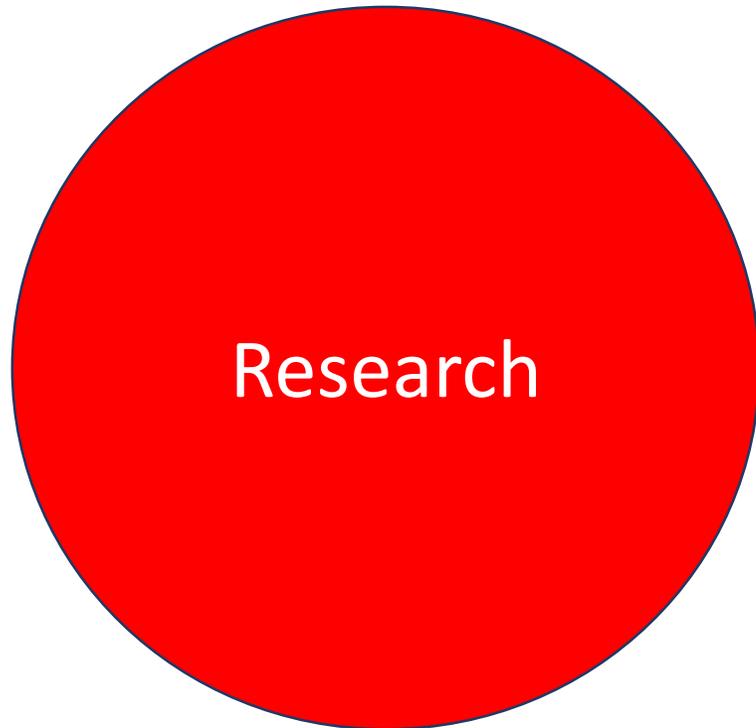


In the “Consider” stage, the customer or prospect is making a minor time investment to determine if it is worthwhile to spend time and resources investigating a product or service more completely. Examples include:

- Should we go out to dinner or stay home tonight?
- Should we put our child in public school?
- Do I have the skills necessary to buy a sailboat?
- Is ‘x’ affordable given my budget?
- Wow, Mary loved that company’s service. Do I need that service this year?
- Will investing in a President’s club really show employees I care?

To move into the next phase, a prospect must be emotionally committed, financially capable, have a reasonable purchase timeframe (or deadline), and have permission and/or authority to make the purchase. The right metrics will help you help them.

The Research Stage: Definition



In the “Research” stage, the customer or prospect is has determined that they would like to spend more time investigating a product or service more completely. They have not yet made a decision to buy or buy a specific product or service. Examples include:

- What restaurants are on Yelp?
- What are the choices and costs of schools in our area?
- What attributes of a sailboat are right for me?
- What will getting ‘x’ do for me or my business?
- I need that service. How long to implement?
- What are some examples of great President’s Clubs?

This stage is more tactical than the consider stage. Prospects seek readily available, tangible information to help them choose to continue with the purchase process. Make sure you have good, accurate content & don’t be afraid to share it!

The Refer Stage: Definition

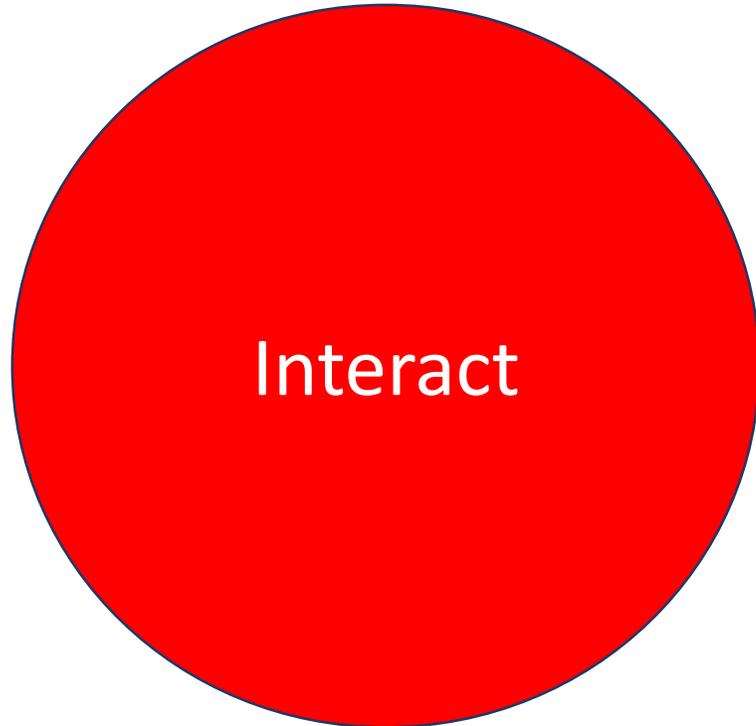


In the “Refer” stage, the customer or prospect is attempting to confirm from others via referral that they are gathering good information and should continue with the purchase process. This stage will repeat itself if a prospect gets information that disrupts their current thinking. Examples include:

- Have you been to that Mexican Restaurant?
- Your daughter went to HHS. Did that help her get into college?
- That’s a big boat. How hard is it to maintain?
- You got ‘x’ for your business. What was your ROI?
- Does it really take 6 weeks to launch that service?
- Are last year’s President’s Club attendees doing better this year?

A prospect is looking for emotional and tangible feedback on a company’s products and services. Do you have stories, referrals and case studies that can bring your company to life when you aren’t there?

The Interact Stage: Definition

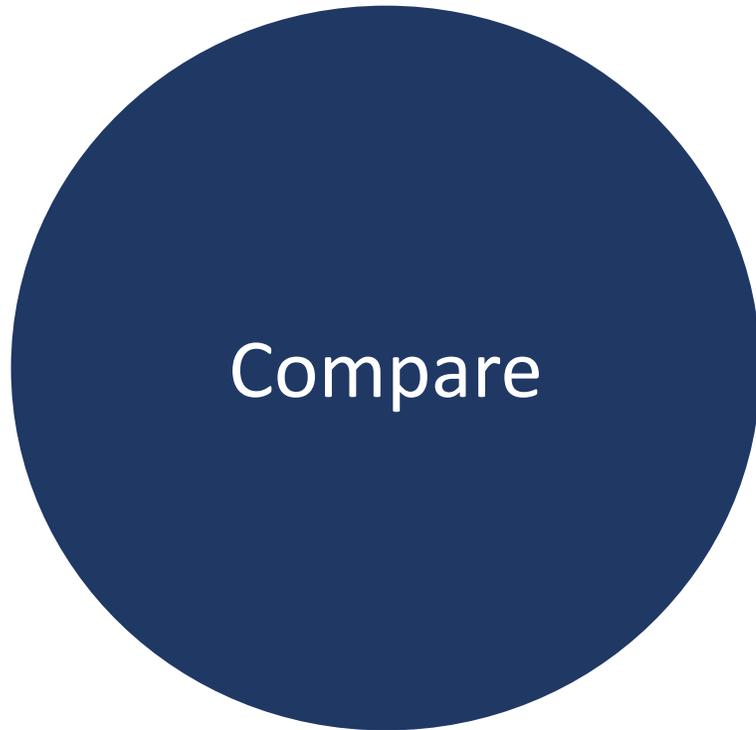


In the “Interact” stage, the customer or prospect will either reach out to a company (or be reached out to via marketing or sales by a company) to learn specifics about a product or service. Examples include:

- What are the specials tonight? Do you deliver?
- Why does your school place 10% of its students in Ivy League schools?
- What are the single handed sailing options on the 34’ shoal draft model of that boat?
- What features does product ‘x’ give me that I am not aware of?
- How can you guarantee a 6 week delivery date?
- What is so special about how you run your president’s club programs?

A prospect is looking for non-public & expert information to help them determine if they should move on in the purchase process. How a company chooses to deliver information is critical at this stage.

The Compare Stage: Definition

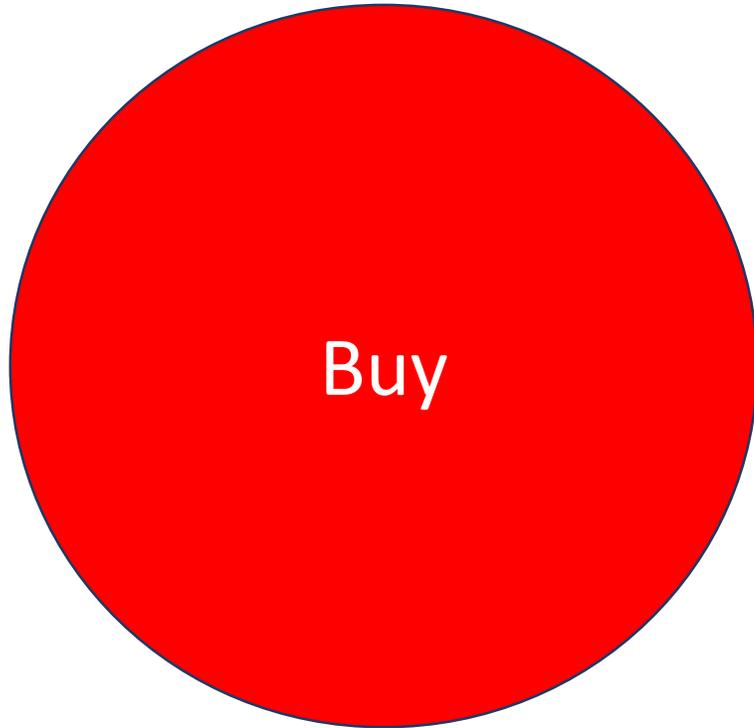


In the “Compare” stage, the customer or prospect is considering alternatives. This can mean a competitive purchase, a delayed purchase, or a decision not to purchase. Examples include:

- How late does happy hour go at your restaurant?
- HHS is a great public school, why are their placement numbers similar to yours?
- I didn’t realize that sails needed to be replaced every 5 years.
- John got ‘x’ from ABC, Inc., and paid less.
- I heard you use Six Sigma as your methodology.
- Are there any issues with doing President’s Club in the Bahamas instead of the Florida Keys?

The compare stage is competitive. Real and False objections will surface. How you respond can make or break a decision to move forward in the decision process.

The Buy Stage: Definition

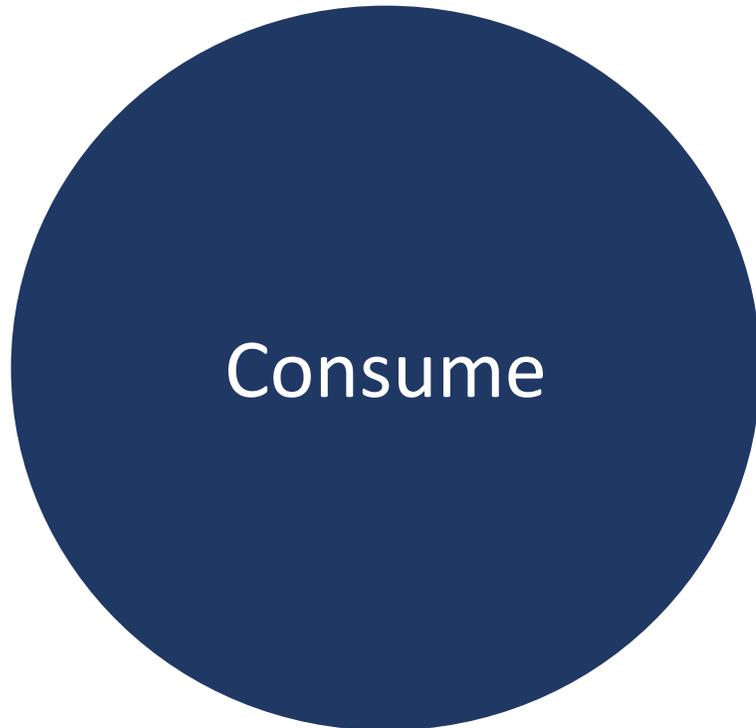


In the “Buy” stage, the customer or prospect is ready to press ‘buy’ on their smartphone/tablet/computer or cut you a check. Financials play heavily, but so do after sales promises. Examples include:

- I’d like to make a reservation.
- Is there tuition assistance?
- Can I finance this yacht & where do I moor it?
- I ordered online. What happens if ‘x’ doesn’t work the way you told me it would?
- What happens if something goes wrong in the installation?
- What happens if there is a hurricane?

At the buy stage, the prospect needs to be reassured that their purchase is good & that any unexpected issues will be minor. Are you communicating the sales to operations transitions well?

The Consume Stage: Definition

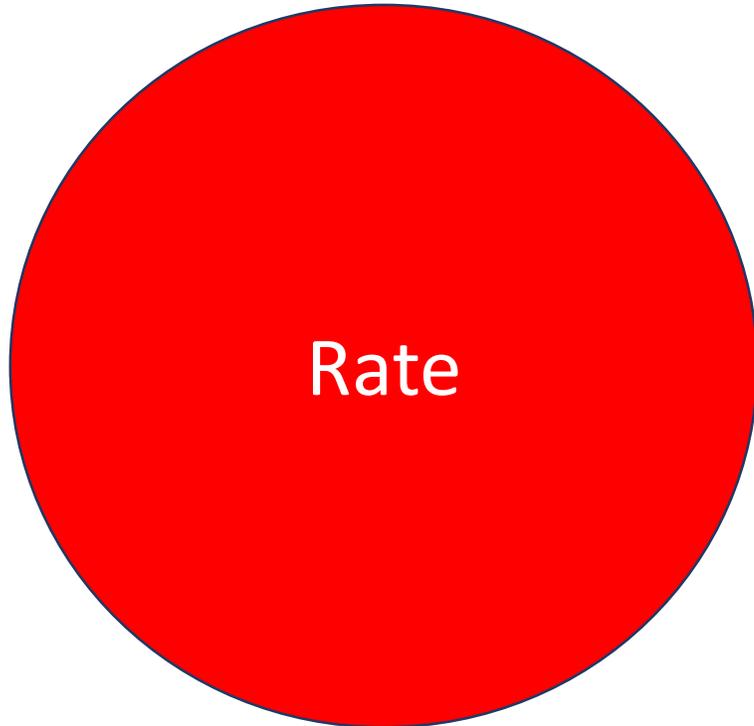


In the “Consume” stage, the product or service is delivered to the customer and the customer uses it! Examples include:

- The appetizer was scrumptious, but the server was slow.
- My son is having a hard time adjusting to his new school.
- My boat looks nice in the slip, but I’ve only taken her out twice.
- I ordered a case of wine yesterday & it got here already?!
- What do you mean by ‘change order’?
- My best salesperson lost her luggage on the way back from our President’s Club trip.

No service or product is perfect. How a company handles these bumps is critical to keeping customers and gaining referral business.

The Rate Stage: Definition



In the “Rate” stage, the product or service is formally and informally rated by the customer online, by word of mouth, in correspondence and by any means possible. Ratings usually fall on either end of the spectrum. Examples include:

- The food was good but overpriced.
- Wow. JHS turned out to be awesome for my son!
- I love the idea of a boat, but....
- OMG! This product came from overseas, took forever to get here, and was made of plastic!
- Company XYS really helped us make technology part of our operating fabric.
- Best trip EVER!!!

The folks in the middle make up 70% of the experience and they usually don’t deliver feedback. It is critical to capture their thoughts to elevate repeat business and recommendations.



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