



5 How's Framework for Improved Customer Experience

When you want to make a change to your process, or you are participating in a project that will make a change, ask the following questions to ensure that you've properly considered your customer's experience with the change:

How is the customer going to be impacted by the change?

How will the change look from the customer's perspective?

How will the customer respond to the change?

How will the customer find out about the change?

How will the customer give feedback about the change?