



Introduction to Customer Experience

Customer Experience is what sets your company—and you—apart. It should be something that you internalize whether you have direct customer contact or not. The Customer Experience mindset means that you consider the customer in everything that you do—even if the customer doesn't see it, know it, or even realize you've done it.

Customer Service—a specific job, role, or department that is established to address issues or needs of a customer. There are defined interactions between employees and customers at points of specific needs.

Customer Experience—doesn't end. Doesn't require 2 people to interact. Measured from the customer's point of view.

- How does what you are about to do impact the customer?
- Are you easy to do business with?
- What does the interaction between your customer and your company (or you) look like from your customer's point of view?
- What has led the customer to have to interact with you? What mindset are they coming to the interaction with?

Want to learn more about customer experience?

People First Culture, Build a Lasting Company by Shifting Your Focus From Profits to People, by Michel Falcon

Learn about becoming a [certified customer experience professional](#)