



UNCRAPIFY YOUR  
**FUTURE** 

**keynote follow-up**

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# Major Takeaways

The customer experience has evolved and will continue to evolve based on conditions that exist **right now**.

These Four Realities are **rooted in basic human psychology**, which means **they are not going to change**.

There are **Four Realities** that help explain why we have the customers, companies, products, and services that we do today.

In addition to helping you create the **perfect customer experience**, these Four Realities can also help you create a **vibrant corporate culture**.



# The Four Realities of the

# CUSTOMER EXPERIENCE

*Old  
Reality*

**People want convenience.**

*New  
Reality*

**The world is too big for our  
brains to handle.**

*Crappy  
Reality*

**Marketing our products, services,  
and ideas is more important now  
than it has ever been.**

*Happy  
Reality*

**People are desperate for meaning.**



# The Four Questions To Ask In Order to Create the Perfect Customer Experience

*Old  
Reality*

(convenience)

How can we make our products and services more convenient to buy and use?

*New  
Reality*

(connection)

What can we do to make the world smaller for our customers?

*Crappy  
Reality*

(marketing)

How can we more effectively market our products, services, and ideas in order to stand out in an increasingly crowded marketplace and make sure we stay in control of our story?

*Happy  
Reality*

(meaning)

How can we help our customers find meaning in what we do in order to attach to something greater than themselves?



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# A Few of the 1,414,078 Right Ways to Address the Four Realities

## Old Reality (Convenience)

Do what you can to shorten hold times on the phone or wait times in line.

Consider staying open late one day a week to accommodate working people who can't visit your business during regular 9-5 hours.

Analyze customer complaint information to determine what their pain points are, then develop solutions based on that data.

Bring your business to where your customers are - think food carts, mobile barber shops, etc.



# New Reality

(Community)

**Offer fewer options to help your customers make faster decisions.**

**Include personal, human touches in your interactions with your customers.**

**Highlight your company's connection to the communities you operate in (e.g. by sponsoring a local sports team or school) so that people see you as a fixture of their physical environment.**

**Remove any technological solutions that create too much distance between your companies and the customers you are trying to serve.**

# Crappy Reality

(Marketing)

**Create short videos to highlight the best elements of your products and services. These don't have to cost a lot!!!**

**Respond promptly to every negative online review you receive (with a real response, not an automated one!) so that you can tell your side of the story.**

**Assume that every crazy story related to your company will go viral, and develop a thoughtful response for it.**

**Create as many fun experiences as you can think of, even if they don't strictly relate to your business, and give people a chance to associate you and your company with something memorable.**

# Happy Reality

(Meaning)

**Make sure you can articulate how your products and/or services can help people feel connected to something greater than themselves.**

**Establish metrics that include the value your company brings to the world, something over and above financial goals or growth potential.**

**Determine which approaches accentuate the meaningfulness of what you do (e.g. humor, safety of loved ones, connection to like-minded individuals, etc.) and make those approaches central to your marketing.**

**Solicit customer feedback about how your products and/or services have improved their lives, then share that information - both outwardly with prospective customers, and inwardly within your company to boost morale.**



Want to learn more about the customer experience? Want to enjoy the process? Subscribe to [Jeff's newsletter](#) to get more information about this and all kinds of professional development issues.  
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