



## The Customer Experience Cycle

*This sequence representing the customer's point of view, begins at **Start** when a customer begins to search for an electrical contractor— or some other provider— to solve an electrically-related problem.*



## 1. Start

Aside from obvious emergencies, what prompts most customers to call for service or begin a maintenance program? What are their typical motivations and what can we do, in their best interest, to ensure that they don't wait too long to seek proper help for an electrical problem? These are questions for discussion.

## 2. Search

Although search is a common term in internet usage, a customer's initial effort to find a solution to fill an electrical need may begin by asking a relative, friend, or work associate for advice. There are many other conceivable sources. How customers have found their way to the contractor they have selected is a question that contractors can ask—and learn from.

## 3. Selection

We group under the heading of "selection" all the back and forth of proposal making and acceptance. Sometimes it involves a sales process. Too often it is merely a bidding process. Nonetheless, out of it comes a contract to perform work. Contractors would like to improve their capture rate. With a better understanding of customers' thinking, they can.

## 4. Evaluation

Ratings and surveys have become the norm in retail business of all kinds. For purposes of our discussions, the heading "evaluation" encompasses everything from rigorous rating to casual opinion. It is the foundation for referrals, which are all-important to success in the service & maintenance business.

## 5. Memory

Customers' recollection of their experience in dealing with an electrical contractor for service & maintenance will be a key factor in their decision to call them again for the next job. You can influence how customers recollect a prior experience with them. We will explore ways to ensure that customers have a positive recollection of the service that they've gotten.

## 6. Start

In the Customer Experience Cycle each new revolution begins anew with its own Start segment. The speed and ease with which that takes place depends largely on the Memory that a customer has harbored of previous experiences. Service-savvy contractors can facilitate this step with a regular program of reminder marketing.