

Are you experienced?

Part 2: Brilliant & distinctive client experiences

Thirteen.Be.Distinctive.

Previously.

What does it feel like to be your client?

How do you want your clients (and prospects) to feel?

To answer these questions you need to understand two things.

First, what the client journey looks like. Second, what the client experience looks like.

Part 1 explained the client journey.

Now for part 2: The client experience.

A reminder of the three ingredients in every client
experience.



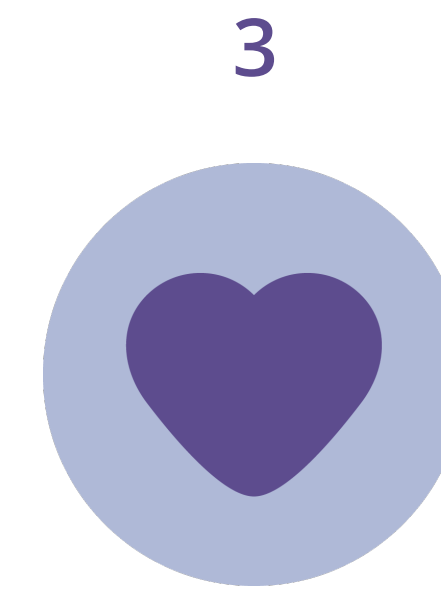
The functional

At the most basic level, can the client do what they need to do? How well do you understand their specific situation & expectations? Do you meet those expectations?



The accessible

Is it easy for the client? How much time & effort does it require from them? Is working with you hassle-free? Do you take away their worries & concerns?



The emotional

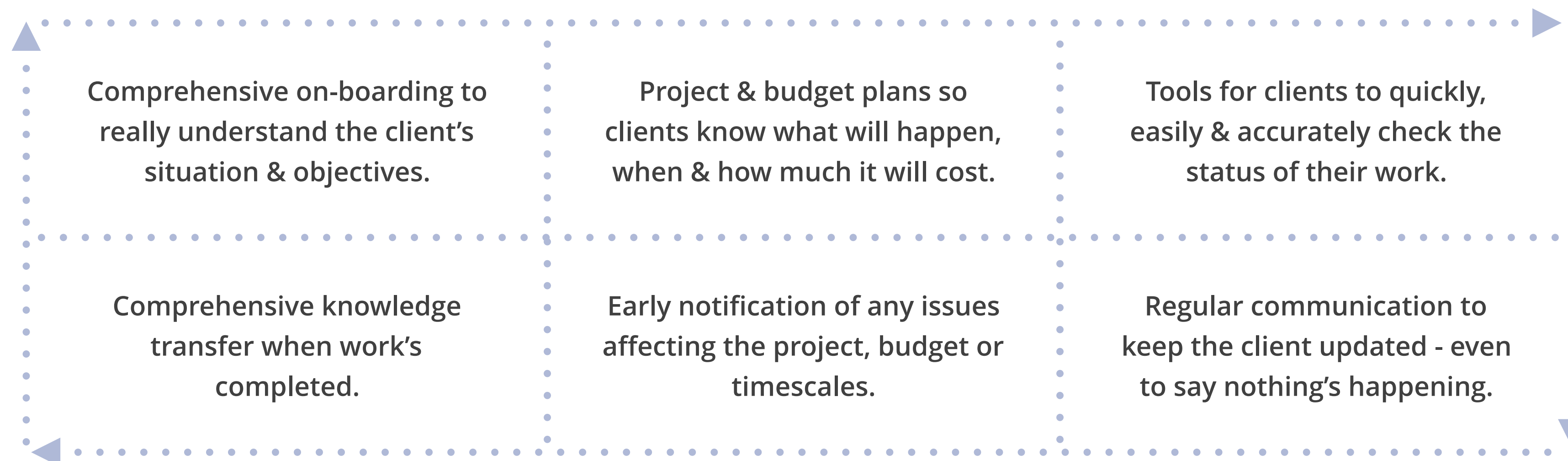
How does it make the client feel? Does it feel the same as working with everyone else? What will they remember about working with you? Will they feel the way you want them to?

You need to make it as easy as possible (accessible) for your clients to do what they need to do (functional).

Here are six ways to do that when clients are choosing, using,
paying & staying.

1

Choosing

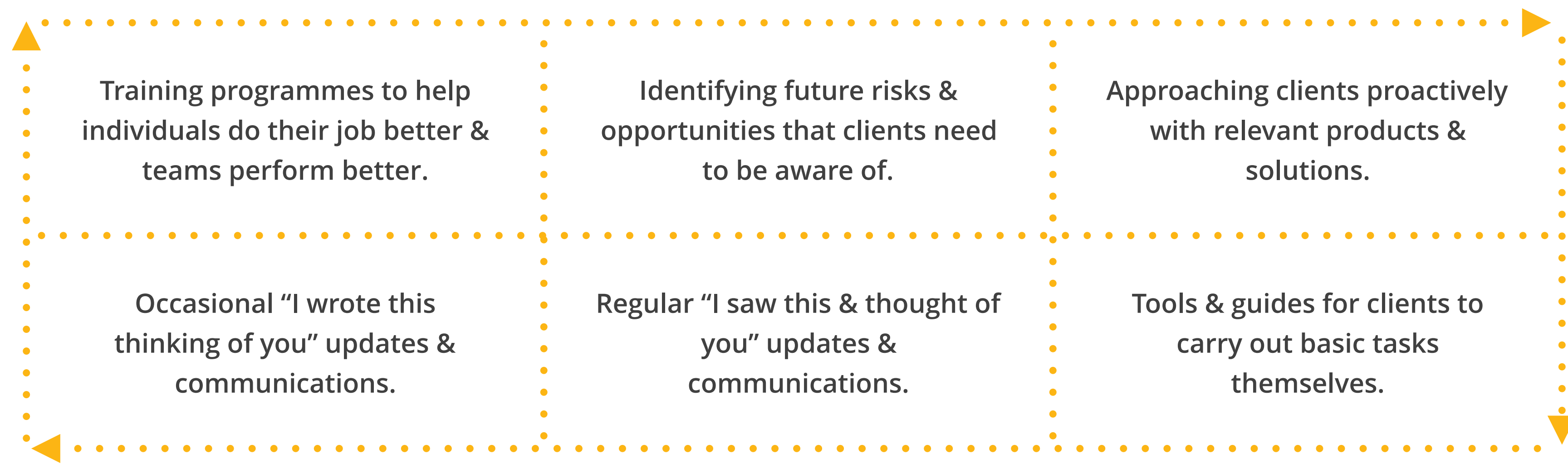
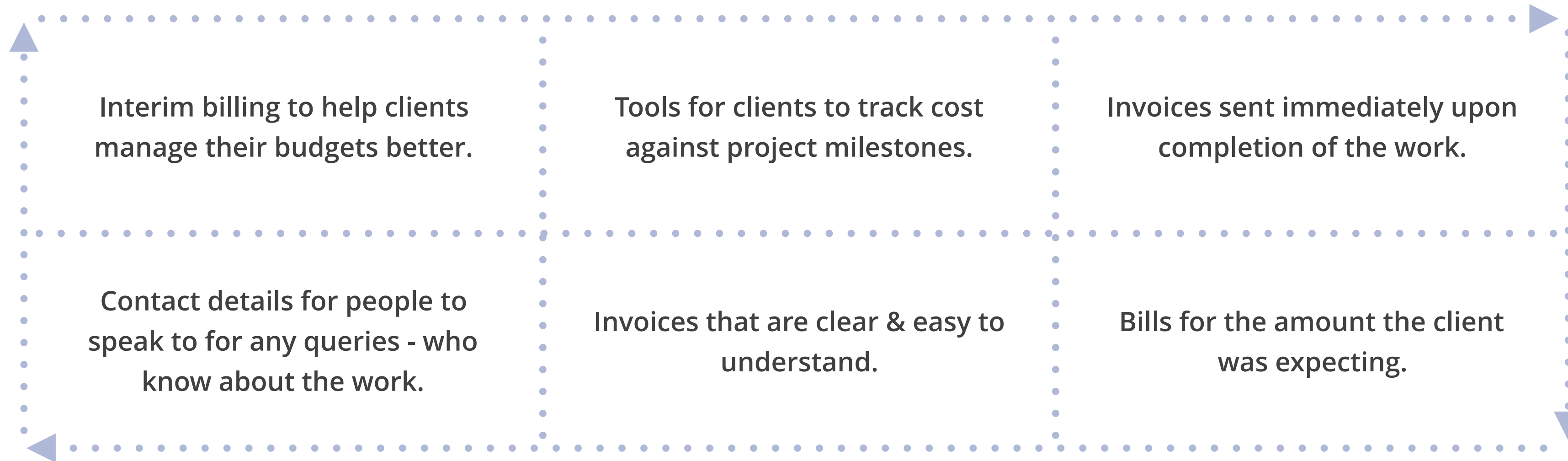


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Using

3

Paying



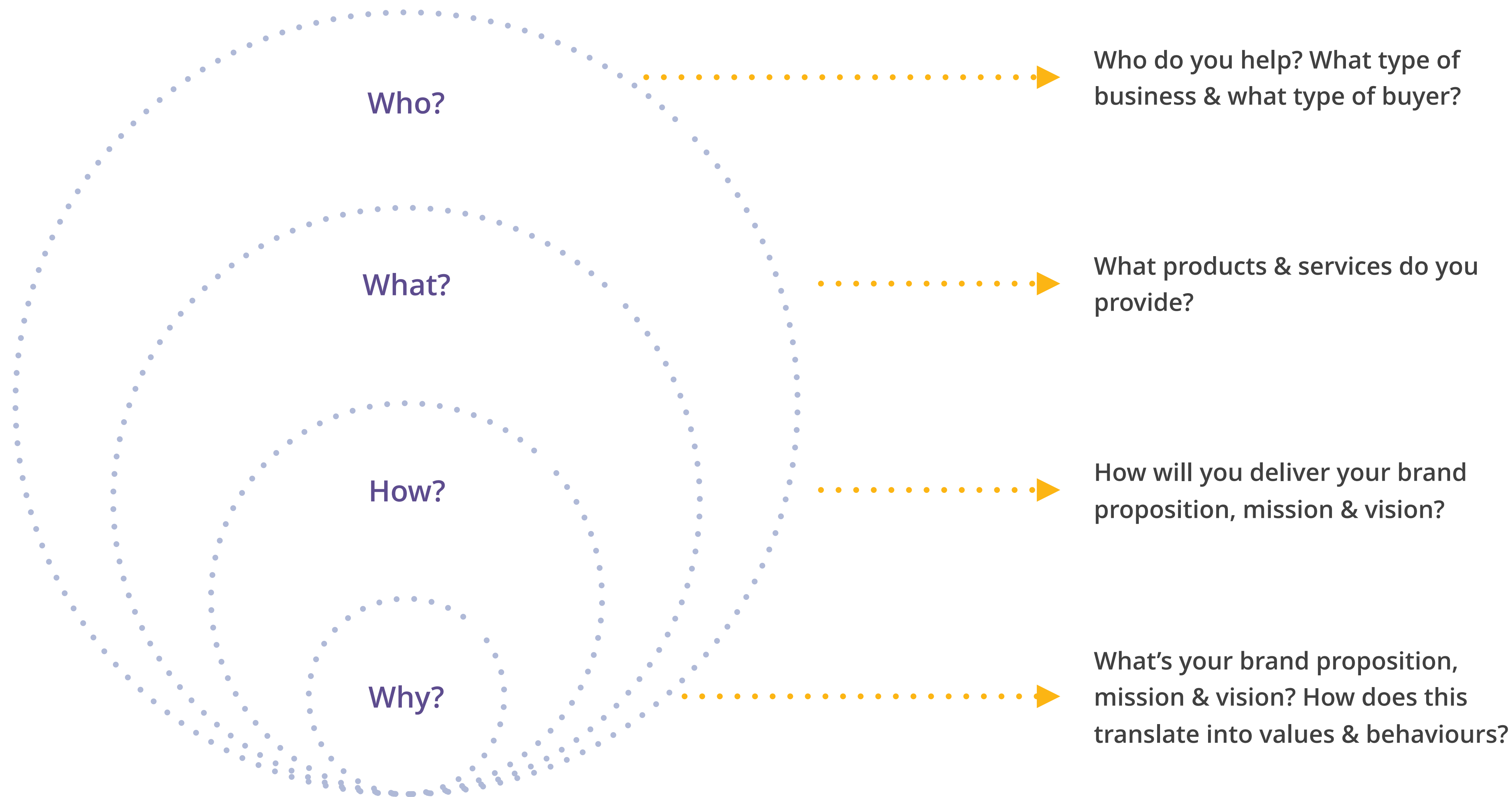
4

Staying

But what about the emotional ingredient?

So the experience you give your clients needs to be brilliant
and distinctive.

And doing that depends on the why, how, what & who of your
business.



Who do you help? What type of business & what type of buyer?

What products & services do you provide?

How will you deliver your brand proposition, mission & vision?

What's your brand proposition, mission & vision? How does this translate into values & behaviours?

When you know that, use this framework to explain how to deliver a brilliant & distinctive client experience.

When clients are:	Choosing / Using / Paying / Staying	
Our brand proposition means:		
We want clients to feel:		
For our clients, the most important interactions at this stage of the journey are:	We'll make it easy for clients to do what they need to do by:	We'll make our clients feel the experience is distinctive to us by:
1		
2		
3		
4		

It all comes down to this.

What do you want your clients to remember about working
with you?

Thirteen helps professional firms articulate, communicate & demonstrate what makes them distinctive.

Visit www.thirteenideas.com to find out how we can help you deliver a brilliant & distinctive client experience.

Thirteen.Be.Distinctive.