

Here are some frequently asked questions and answers about customer experience that come up often from colleagues, clients and audiences during speaking engagements.

–Jeofrey Bean

1. Is customer experience and user experience the same?
 - a. No.

2. What is the difference between customer experience and user experience?
 - a. Customer Experience (also known as CX)
All interactions people have with or about a company's messages, people, processes, products or services from potential customer to customer to advocate.

 - b. User Experience (also known as UX)
A person's experience directly interacting with a company's products or services.
The user experience is the proof point that promises made are true.

3. Are the definition for customer experience and user experience the same for products and services?
 - a. No. With a service the user experience is a much broader part of the customer experience than with a product. The user experience is anytime a person is directly interacting with a company's messages, people and processes that make up that actual service.

4. Isn't user experience (UX) the same as user interface design (UI)?
 - a. No. A user interface is the place where a human actually interacts with a machine. A dashboard of a car, the buttons on a printer, the face of a watch or what appears on the monitor of a computer screen are examples of user interfaces. The user experience of these interfaces is very important. Purposely creating user interface that will give pleasing experiences is very important. And that experience is critical in many parts of the customer experience, particularly when they are part of the process, product or service itself.

5. I am a CEO and I understand the value that customer experience could bring my company. How do I make the case for investing in it to my shareholders or board of directors? Another similar question is How do I make the case for investing in CX to the people I work for?
 - a. Show them the data from independent researchers and the best experience companies highlighting that
 - i. The delivery of extraordinary customer experiences can be more valuable and sustainable than just products or services or default experiences
 - ii. People will pay more for pleasing experiences than for products and services alone

- iii. People that have pleasing experiences convert to advocates at a higher rate and help the company sell more
 - iv. Extraordinary customer experiences are more difficult to copy and commoditize than products or services without special experiences
 - v. Benchmark the experiences people are having now with your messages, people, prospects, processes, products or services. Compare it to your competition and the best regardless of industry. See the answer to question 7 for more information.
6. What is the return on investment of customer experience?
- a. There is no single answer for all companies. Independent research experts like JD Power and Associates, Gartner and Forrester have measured the data that shows that people will pay more for a great experience. For more on this see the introduction in the book *The Customer Experience Revolution*.
 - b. Also, I encourage companies to decide what metrics they want to use to determine return on investment. Then invest in improvements in parts or all of the customer experience and review the results in the selected return on investment metrics.
 - c. There are other reasons to invest in customer experience. These are included the answers to question 5 above.
7. I want to be an experience maker or at least improve the experience my potential customer and existing customers are having. How do I start?
- a. Start by benchmarking the experiences people are having now with your messages, people, prospects, processes, products or services. How does this compare with your competition? How do you and the competition compare outside your industry to the best anywhere? Remember that customers are not typically benchmarking the experience they have with your company in the same industry. They are more likely to compare you with another business they are having a better or extraordinary experience with that day or week. What are the implications for you either improving the present experience or innovating a new one?
8. Can you give me examples of some of the best companies for customer experience?
- a. Amazon
 - b. Apple
 - c. Starbucks
 - d. Intuit
 - e. Mini Cooper
9. I am not a big company with a big budget, are there small companies that have succeeded with customer experience?

- a. Yes. These are small smart companies that fly mostly under the radar of the media and indices that would recognize the value and differentiation they have achieved by their purpose developed customer experience.
- b. They include
 - i. IDriveSafely.com
 - ii. Skinit
 - iii. EMN8 and
 - iv. Square