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Customer experience management is extremely important for any business. It is important to understand how the customer feels about the brand or the level of customer service and then utilize that information to enhance the customer experience in the future. One of the more important things to note would be to focus on core customers who have been loyal to the brand and also represent a significant portion of the profit making group. By taking care of the priorities of such customers, the revenue streams can also be enhanced.

Marketing and operations teams should usually try to own the whole management program of the customer experience by finding and then acting on what it is that the customers truly value. Moreover, interesting customer retention programs should also be initiated to ensure that the business retains its best customers through a variety of reward programs. It is not only important to reward customers through deals but also by giving them the quality that they truly prefer.

It is important for staff to be well aware of the customer service norms and training them from time to time will ensure that they are able to better serve the customers who step into the stores. In fact, an important way to manage customer experience is by training staff on patterns or responses that are known to evoke a positive response and invoke confidence amongst the customers making them come back to the store yet again. This, as opposed to artificial politeness will always work and there should be tools in place to help staff realize such patterns. Moreover, customer feedback should be analyzed to figure out patterns if any that point to a genuine problem about the business which can then be rectified to retain the customers in the future and provide pleasurable service.

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