THE *Wedding* EXPERTS

// CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE ANALYSIS - How can I WOW my Brides?

1 // Write down 5 of your favourite businesses and think about why you love them.
2 // Write down the first step/engagement point right through to the very last one
3 // Now pull yourself out of your business, put yourself in your Brides shoes, what would she value and how can you incorporate that into your Customer Experience
4 // Refer to your VMV's to guide you in this process
5 // What steps do you need to take to get it to your ideal experience?
6 // Create processes for each step on a separate piece of paper
7 // Create an Action Plan
8 // MAKE IT HAPPEN!

EACH STEP	CURRENT EXPERIENCE	IDEAL EXPERIENCE	WHAT TO CHANGE	CHANGE BY

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