



Customer Experience Strategy Worksheet

Worksheet Objective

To assess your strategies and spark innovative customer experiences, covering current interactions, possibilities, and actionable steps.

Section A | Where are you Today?

What operational/rational experiences do you believe your customers are looking for from your brand? (e.g. Cheap Tickets + Good Seats + Good Food)

Four light green rounded rectangular input boxes for notes.

Section B | What's Possible for Tomorrow?

Ritualize

What rituals might you create around this experience that make it memorable and make your customers feel connected?

Three light green rounded rectangular input boxes for notes.

Example | Apple

Apple's packaging turns unboxing into an engaging ritual, instilling a sense of uniqueness for each product. It's a deliberate form of theater, even if some consider it excessive. The process of unfolding and setting aside makes it fun and memorable.

Socialize

How might you embolden your customers with the type of positive social approval they're seeking?

Three light green rounded rectangular input boxes for notes.

Example | Patagonia

Dedicated to the environment, Patagonia exposes practices like "green-washing" by brands such as H&M and Zara, compelling them to be honest with their claims and demonstrating their commitment to customers.

Frictionalize

What activities might you undertake to nurture positive friction and stickiness with your customers?

Three light green rounded rectangular input boxes for notes.

Example | IKEA

Your journey through a warehouse, scribbling notes with a tiny pencil. Once home, you assemble your new desk, experiencing the 'IKEA Effect,' where self-built items hold greater value, a finding from Harvard Business School psychologists.

Section C | Start Tomorrow, Today

Of the ideas you've listed above, which ones are you most excited to get working on when you get back to the office? Why?

Two light green rounded rectangular input boxes for notes.

Section D | How Can Apex Support Your Actions?

Want to explore your ideas with Nick Hobson and the pros at Apex? Schedule some time with us here!



Not quite there yet? Take our quick CX Self-Assessment to learn more about your customer engagement effectiveness and discover potential low-hanging fruit opportunities.

