



# CREATING AN EXCEPTIONAL customer experience

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“Customer Experience”, or CX, has been on the lips of every designer and marketing professional for a few years now.

Most people think of it as providing great service in a memorable atmosphere. This is true, however, it's more than that. It starts with digital platform design, moves on to storefront design, and is carried throughout the business's interior. CX touches everything.

## How would you rate your current level of CX?

### DIGITAL

Do all your digital platforms (website, FB, Instagram, Twitter, TikTok) showcase your brand - colors, logo, graphic, tagline?

Does your website show photos of your store's storefront and uniqueness of your interior?

### EXTERIOR

Does your storefront capture people's attention while they're driving by, or stop them in their tracks when they're walking past? Whether it's the window displays, the signage, the color of your building or entrance door, the entrance door handle, lighting, messaging, or outdoor amenities (benches, planters, banners, sculptures, etc.), there should be several items that stand out and become iconic to your business.

### INTERIOR

When customers enter your store, do they feel like they have walked into another dimension of fabulousness? Does their left brain quickly understand how to shop the store, and does the right brain quickly become excited and engaged by focal point displays, inspirational signage, and welcoming sales staff? All the senses should come alive via a pleasant aroma, upbeat music, directional lighting, and friendly interactions.

Are your customers treated to a beverage? Are they seated in remarkable chairs with yummy fabric that feels great to the touch?

Do your fixtures all coordinate, support your brand and superbly showcase your product lines? Are there pieces of jewelry displayed in a way that they are begging to be tried on?

Does the overall lighting make for a comfortable, inviting environment? Does the lighting that highlights your products, make your jewelry come alive?

Is there a unique piece of art or backdrop that becomes an Instagramable conversation piece?

Is your seasonal décor subtle, unique, and brand-oriented? Or is it the usual faux evergreen trees and wreaths?

Are there signs or messaging about your products and services that make your customers think about them in a different way – perhaps planting seeds for future sales? Is your store's logo proudly placed by, behind or above the transaction counter? Is it printed on your shopping bags? Do your jewelry boxes, tissue paper, ribbon and wrapping paper all celebrate your brand's color(s) and style?

Does your staff use key authentic and engaging words during the sales process, and wear branded apparel and/or a name tag?

Are beautifully framed mirrors integrated thoughtfully throughout your space, helping your customers quickly see how your products make them look and feel better?

Do your restrooms “wow” your customers? These rooms should never be forgotten as an important part of the CX!

Does the transaction process cater to how your target market wants to “transact”, ie: high tech for the younger customer, and more traditional for the older customer? Is it clean, organized, branded and professional? Does it leave customers with a positive sense of fulfillment and satisfaction?

Finally, what's the last thing your customers see before they exit your store? Is it a beautiful piece of art, a “thank you” sign, or a fun quote? Will it make them smile?

And when your regular patrons return, what will they notice that is new and different? What will make them feel great, get engaged with the experience, and ultimately buy more products? What will you do for them that will have them telling others about their positive experience? Will your window displays be crazy-great? Will you have changed focal point displays? Will you have created your own brew of iced tea? Will you have exchanged the “visual art” on the wall with something hanging from the ceiling?

When you have successfully created a memorable CX, and continue to update it, you automatically increase the perceived value of your products and services. The sum is truly greater than the parts when it comes to CX. And in the end, all will be aware that your store is not an ordinary shopping experience, but an exceptional one.



### LYN FALK

Author, award-winning designer, consumer behavior specialist, and international speaker, Lyn Falk, has helped retailers across the country define their brands, tell their stories, and create memorable, emotionally engaging customer experiences. She founded Retailworks, Inc. in 1995 in Milwaukee, WI. To reach Lyn, email her at: lfalk@retailworksinc.com.



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*CX is not a static state, but a moving, transitional one. It needs to be constantly changing and pushed out-of-the box from time to time. This will keep your store at least two steps ahead of the competition.*



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