

# küster

**DON'T JUST DELIVER CUSTOMER SERVICE.  
DELIVER CUSTOMER EXPERIENCE.**

**Competition is fierce. There is always another sale or offer to pull customers away. Create customer loyalty by setting yourself apart. That means delivering more than just top notch customer service – it means delivering an exceptional customer experience.**

## WHAT CAN KÜSTER DESIGN DO FOR YOUR BUSINESS?

We will work with you to implement proven strategies for a stellar customer experience. We'll walk you through all of the client touch points and how they combine to create an overall customer-centered system. We will perform an intensive evaluation of your business, staff, and client environment and offer the best-practices for designing each element of the customer experience, including the location and design of your store or office, phone etiquette and website content, rescheduling and follow-up procedures, and more.

**Incorporating these positive experience techniques will lead to increased customer retention and referrals, a flourishing business and a healthier bottom-line.**

## INTERESTED IN LEARNING MORE?

Call today to set up your Customer Experience Evaluation.

**866.904.6631**

CUSTOMERS ARE  
**10 TIMES**  
MORE LIKELY

TO TELL FAMILY AND  
FRIENDS ABOUT  
**NEGATIVE EXPERIENCES**  
THAN POSITIVE ONES.

## WHAT IS CUSTOMER EXPERIENCE?

Attracting and retaining customers is directly tied to the experience they have with you, your staff, and the environment you have created. A positive customer experience is the best guarantee of business growth.

## THE CUSTOMER EXPERIENCE EVALUATION INCLUDES:

- ◇ **SITE VISIT BY A CUSTOMER EXPERIENCE CONSULTANT**
- ◇ **EVALUATION OF OFFICE LAYOUT AND WORKFLOW**
- ◇ **EVALUATION OF ALL MARKETING MATERIAL, WEBSITE, AND OTHER COLLATERAL USED TO INTERACT WITH CUSTOMERS**
- ◇ **EVALUATION OF INTERACTIONS BETWEEN STAFF AND PATIENTS**
- ◇ **WRITTEN REPORT OF FINDINGS AND RECOMMENDATIONS FOR IMPROVING THE CLIENT EXPERIENCE**