

Customer Experience Continuum

Where Does Your Organization Fall On the Continuum?

Customer Hostile



Customers are regarded as a nuisance

Decisions made to take advantage of customers

Customer Indifferent



The product, service or expertise is most valued

Decisions based on what's most important to the experts

Customer Friendly



Customer experience is considered important

Decisions made to portray a positive company image

Customer Centered



Customers drive every aspect of the organization

Decisions made to deliver remarkable customer experiences



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