

# 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

