

## how to create a cohesive customer experience

A **customer experience architecture** is a tool to help you optimize, prioritize, and unify all of your customer experiences. Follow these steps to build one:

1. **brand platform** – articulate your brand identity and competitive brand positioning.  
brand identity (what do you stand for): \_\_\_\_\_

competitive brand positioning (how do you compare to other options): \_\_\_\_\_

2. **customer experience strategy** – describe how you want your brand to be experienced in any channel or touchpoint: \_\_\_\_\_

3. **channel requirements and objectives** – outline the business requirements and objectives of each channel and touchpoint – include the unique operational capabilities and assets of each:

channel 1: \_\_\_\_\_  
channel 2: \_\_\_\_\_  
channel 3: \_\_\_\_\_  
channel 4: \_\_\_\_\_

4. **target segments** – outline the needs and drivers of purchase decisions and brand perceptions for each target customer segment:

segment 1: \_\_\_\_\_  
segment 2: \_\_\_\_\_  
segment 3: \_\_\_\_\_  
segment 4: \_\_\_\_\_

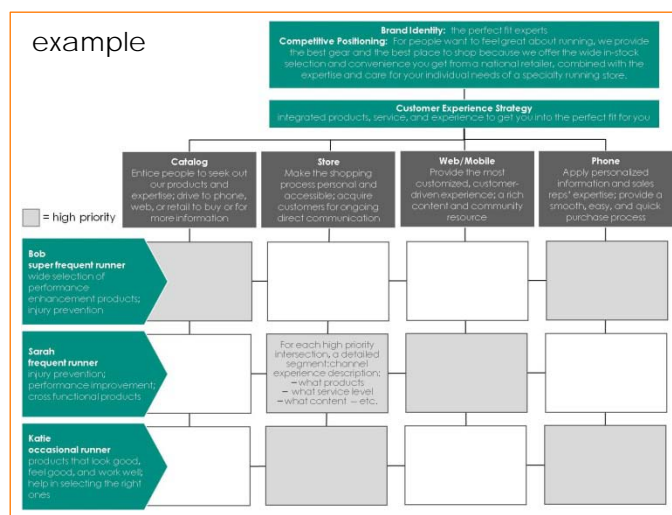
5. **prioritization** – create a grid using the channels from #3 above as the columns and the segments from #4 above as the rows. For each column/row intersection, designate its importance. Use criteria such as profit potential, fit with your long-term strategy, ability to differentiate, and value to the customer.

	channel 1	channel 2	channel 3	channel 4
segment 1				
segment 2				
segment 3				
segment 4				

6. **description** – for each high priority intersection, describe the ways to meet the segment-specific needs. Outline what the customer should experience through all levers of the experience – product, service, content, community, value, facilities, sensory experiences, etc.

7. **evaluation** – assess the completed architecture as a whole “house.” Check:  
? is the brand platform delivered throughout?  
? do the discrete experiences deliver on the overall customer experience strategy?  
? do the experiences complement and enhance each other?  
Revise the architecture as needed.

8. **integration** – overlay onto the architecture a map that shows the flow between different experiences and how you will integrate them to deliver seamless cross-channel customer experiences.



visit <http://deniseleeyohn.com/bbb> to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets

