

# The Six Laws of CUSTOMER EXPERIENCE

Just like the three laws that govern all of physics, there are a set of fundamental truths about how customer experience operates, called the Six Laws of Customer Experience. Anyone looking to improve customer experience must understand and comply with these underlying realities.



## Law #1

### Every Action Creates A Personal Reaction

- Experiences need to be designed for individuals.
- Customer segments must be prioritized.
- Customer feedback needs to be the key metric.
- Employees need to be empowered.

YOU NEED TO UNDERSTAND YOUR CUSTOMERS, PERSONALLY.

me

## Law #2

### People Are Instinctively Self-Centered

- You know more than your customers; deal with it.
- Don't sell things, help customers buy them.
- Don't let company organization drive experiences.

MAKE THE SHIFT FROM SELF-CENTEREDNESS TO CUSTOMER CENTEREDNESS.

## Law #3

### Customer Familiarity Breeds Alignment

- Don't wait for organizational alignment.
- Broadly share customer insight.
- Talk about customer needs, not personal preferences.

AN EXTERNAL FOCUS IS AN ANTIDOTE TO INTERNAL POLITICS.

## Law #4

### Unengaged Employees Don't Create Engaged Customers

- Don't under-spend on training.
- Make it easy to do the right thing.
- Don't let company organization drive experiences.
- Communicate, communicate, communicate.
- Find ways to celebrate.
- Measure employee engagement.

CUSTOMER EXPERIENCE DEPENDS ON EMPLOYEE EXPERIENCE.

## Law #5

### Employees Do What Is Measured, Incented, & Celebrated

- Don't "expect" people to do the right thing.
- Clearly define good behavior
- Watch out for mixed messages

DON'T BLAME EMPLOYEES, FIX THE ENVIRONMENT.

## Law #6

### You Can't Fake It

- Don't hide behind a 4th priority.
- Sometimes it's better not to start.
- Advertise to reinforce, not create positioning.

IF YOU'RE NOT COMMITTED TO CUSTOMER EXPERIENCE, YOU CAN ONLY FOOL YOURSELF.

## DON'T BREAK THE 6 LAWS

#### Treat them as sacred.

While it may be possible to find isolated exceptions to all of these laws, they accurately describe the basic behavior of people and organizations. So don't spend your time rationalizing why they don't apply to you.

#### Make sure you're not breaking them.

Look at these laws regularly, especially when you are starting a new initiative. And ask yourself: Is this effort breaking any of the 6 laws of customer experience?

#### Share them with others.

The six laws will have the largest impact when they are widely understood across your organization. So share this document with as many people as possible.

To read all of the 50 CX Tips, go to the Customer Experience Matters™ blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com).  
Customer Experience Matters is a registered trademark of Temkin Group.

[www.temkingroup.com](http://www.temkingroup.com)

Copyright ©2013 Temkin Group. All rights reserved.

**TEMKIN**  
GROUP

When experience matters