

The 6+1 Strategies



Frictionlessness – CX for uncomplicated, pleasant interactions
WHAT: simple, easy, fast, uncomplicated processes
WHEN: for complex offers or process steps
CHALLENGE: constantly increasing expectations due to other experiences
EXAMPLES: Online shopping, on-boarding processes

Continuity – CX for a consistent performance experience

WHAT: coherent quality experience without breaks
WHEN: for brands with many, very different touchpoints
CHALLENGE: selection and prioritization of touchpoints
EXAMPLES: Telecommunications companies



Value – CX to keep a premium promise
WHAT: communicating appreciation and value at relevant touchpoints
WHEN: for a premium positioning
CHALLENGE: identification of touchpoints for maximum impact, constantly rising expectations
EXAMPLES: Premium/Luxury Brands



Event – CX to create memorable experiences
WHAT: lasting emotional experiences through specially staged moments
WHEN: for offers / moments with high emotional involvement
CHALLENGE: selection of suitable touchpoints, repeated creation of memorable experiences
EXAMPLES: Hospitality, entertainment, luxury brands

Character – CX to convey a brand personality

WHAT: bringing brand personality to life in interactions
WHEN: for brands with few factual differences, brands positioned via a character
CHALLENGE: translation of brand personality into experience, realization of personality
EXAMPLES: Apple, Coke, Nike



Specialty – CX to play out category specific characteristics
WHAT: system immanent “disadvantages” of a subcategory are converted into advantages
WHEN: for competitors with systemic differences in the product concept
CHALLENGE: identification of relevant differences, finding ideas
EXAMPLES: Brick-and-mortar vs. online commerce



Transformation – CX as a vehicle to implement Customer Centricity

WHAT: researching customer needs and customer journeys, promoting good CX solutions
WHEN: for companies with a product-centric way of working
CHALLENGE: corporate culture, silos

With Customer Experience, brands can be positioned and differentiated effectively. A differentiated experience has the chance to shape the brand more profoundly than any other discipline.

Each of the six strategies supports a specific situation: e. g. a product category or a price positioning. The **seventh strategy** works within the company and aims to bring it into a more customer-centric working mode.