

Defining an Extraordinary Client Experience for the Team

In order to define your extraordinary client experience, dig deeper on what extraordinary looks like to you. Identify the one client experience that has had the greatest impact on you and then examine that experience in detail.

What is the single greatest client experience you have ever had?

How would you describe the experience?

Why did you think of that experience, in particular?

Was there something unexpected about the experience?

Were there benefits beyond using the product or service? (For example, you might love a restaurant experience because it provides an opportunity to connect with friends.)

What was/is the impact of using this product/service?

How did it make you feel?

How did you hear about the firm?

What happened when you contacted them the first time?

What happened during the process of using the product/service?

What happened after (or on an on-going basis)?

What words would you use to describe this firm?
