



Holiday Launch Class

On October 10, 2019, the Chamber sponsored another in its Shop Local First series of classes. This one was focused on key elements and ways to improve your customer experience. Jointly sponsored by RSP Architects and ABC 6 News, an expert on spatial design and display and a panel of local businesses representing three different sectors - retail, professional services, and hospitality - shared valuable insights on providing memorable customer experience. Customer experience was defined as the sum total of the customer's perception of your business based on their interactions across every stage of their buying journey from your marketing messaging, products sold, service provided before, during and after the sale.



Customers keep returning because we have gotten to know them personally. So much of what we do is about what and how people feel—that's how we serve our clients and work to rise above the competition.

—Shawn Fagan, Fagan Photography

Key Takeaways from Speakers

Know your customer and put them at the center of everything you do.

- Observe and research what your customers' expectations are and deliver on their expectations.
- Control your messaging to be sure you can meet what you promise.
- Give your customers what they want; sell them what they want to buy. Strive to provide them with the best value, for that is what determines whether they want to do business with you.

Develop positive, lasting customer relationships.

- Think of welcoming a customer into your business as you would welcome a friend into your home.
- Acknowledge and thank your customers regularly for their business.
- Get to know your customers. Customers who keep coming back do so because they feel you care about them.

Ensure doing business with you is natural, efficient, and enjoyable.

- Build a team of employees who are passionate about the customer experience you strive to offer.
- Reduce "buying friction" for consumers to ensure a positive customer experience. Nearly 80% of American consumers point to speed, convenience, knowledgeable help, and friendly service as the most important elements of a positive experience.

I feel that my customers and employees are part of my family. When they are in the store, they are going to experience the smell, the taste, the environment of being in New York City or my home in Italy.

Pasquale Presa,
Pasquale's Neighborhood Pizza

