

Innovate Your Guest Experience by Focusing on Ministry Model and Brand

Your Guests are your customers.

At Forrester Research, Inc., customer experience is defined as *how customers perceive their interactions with your company*.

Kerry Bodine, Vice President and principal analyst serving Customer Experience Professionals at Forrester Research, has written a great blog post entitled: “Business Model And Brand: Keys To Customer Experience Innovation” (May 17, 2013) that church leadership teams need to consider. Here's an excerpt:

“If you want to shift your customers’ perceptions, you have to examine those interactions on a deeper level. Specifically, you need to look at the *types* of interactions customers have and the *qualities* that those interactions embody. *And that’s where your business model and your brand come into play.*”

While the connection between business model and customer experience might be obvious, I don’t find that many companies actively consider the two in tandem.

- **Your business model determines the types of interactions customers will have.**
- **Brand values drive the qualities of those interactions.**

Organizations that want to differentiate their customer experience need to go beyond find-and-fix efforts that result in incremental improvements. They need to innovate the customer experience by refocusing on their business model and brand.

Read the complete blog post by Kerry [here](#).

Read more from Kerry [here](#).