
Three Marks of a Consistent Guest Experience

Editors Note: During our August focus on Guest Experiences, we are honored to have some of the best voices in the world of Customer Experience provide guest posts for the Vision Room. As you read the content below, simply think "Guest" in terms of the "customer" the author is talking about - and you will benefit from the knowledge and expertise of some great minds.

There is an old saying in the real-estate industry: The three keys to success are *location, location and location*. I have a similar take on the customer service and customer service world. The three keys to customer experience success are *consistency, consistency and consistency*.

Of course, there is much more to delivering an amazing customer experience, but if there is something that is a non-negotiable to creating customer loyalty, it is a consistent and predictable experience – one that customers can count on every time they do business with you. The entire experience must be consistent. You can't be great one day and just okay the next. The moment there is inconsistency, you start to lose the customer's confidence, and ultimately you might lose the customer.

So, let's talk about the different ways an organization delivers a consistent experience.

1. **The quality of the product or service must be consistent.** Whatever the company sells must meet the expectations of the customer, every time. It doesn't matter how good your customer service is, if the product doesn't do what it's supposed to do, the customer will find another company that better meets their needs.
2. **The different channels customers interact with you and your organization must be consistent.** Today's customers connect with the companies they do business with in multiple ways. The traditional way a customer communicated with a company was in person or on the phone. Then along came emails, then chat, then chatbots. And, then there are social channels and other messaging apps. This is all part of the digital revolution, and the modern customer expects to have a consistent experience regardless of the channel.
3. **The attitude of the people who work at the company must be consistent.** I'm not suggesting that everyone be a clone of each other. It is the positive attitude and the effort the employees make to take care of their customers that must be consistent. It shouldn't matter if the customer talks to John one day and Jane the next, everyone comes to work with the plan to do their very best, every day. Regardless of who picks up the phone or responds to a message, the customer will always have a good experience.

When customers talk about the consistent company, they will say things like, "They are *always* so helpful." Or, something like, "They are *always* so friendly and knowledgeable." When they use the word *always* followed by something positive about the company, you know there is consistency. Delivering a consistent experience creates confidence. Confidence can lead to trust. And, trust leads to potential loyalty.

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