ADAM
TOPOREK

CX TERMS
to remember

A brief look at important terms used in customer experience.

RAPID HERO LEARNING AIDE

EMPLOYEE ONBOARDING I :: MODULE 2: LESSON 1

This document has been provided as part of the virtual training course **Rapid Hero: Employee Onboarding I.**

Customer experience or CX is crucial to every organization today. Ever since Lewis "Lou" Carbone coined the term in his 1994 article, "Engineering Customer Experiences," in *Marketing Management* magazine, the field has continued to increase in importance. Today, almost every company and leader talks about customer experience.

As you begin your customer experience and customer service journey, here are some key terms you should know from this dynamic and growing field.

CUSTOMER EXPERIENCE

How customers perceive their interactions with your organization across all touchpoints. *(This is Adam's extension of Forrester's definition.)*

TOUCHPOINT (TOUCH POINT)

Every moment of interaction with an organization or its brand. These are not limited to service interactions and can include walking into a store, reading an online review, hearing a complaint from a friend, or seeing a digital ad on an app.

PERCEIVE

To perceive something is to gain awareness or understanding of it. Perception is inherently personal and subjective. While what we do matters, in customer experience, what matters even more is *how the customer perceives what we do*.
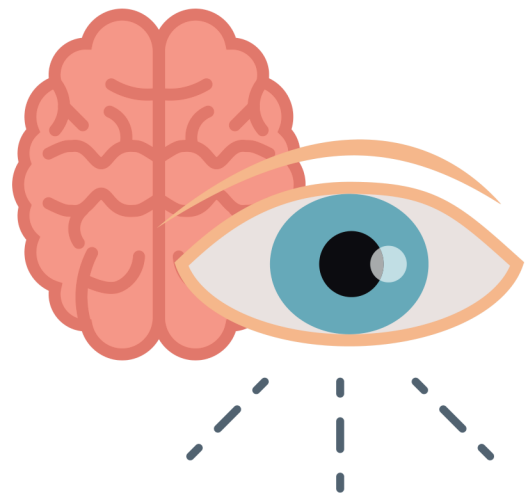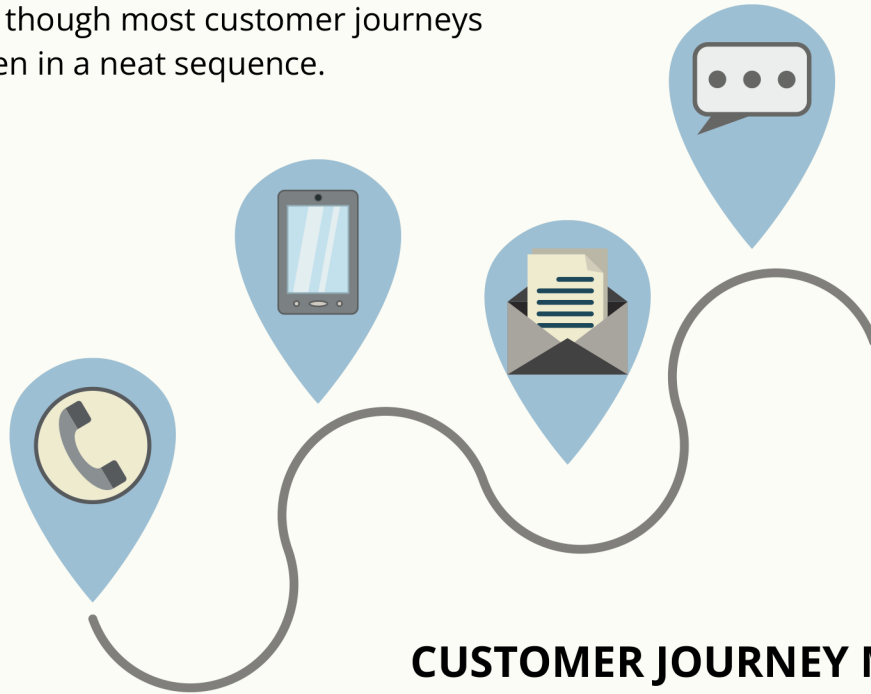
MOMENT OF TRUTH

A crucial moment in a customer relationship or experience in which the consequences of success or failure with the customer are most powerful.

CUSTOMER JOURNEY

A way of viewing a customer experience in a sequential order, as a journey the customer takes, even though most customer journeys don't happen in a neat sequence.

CUSTOMER JOURNEY MAPPING

The act of visualizing (mapping out) the customer journey to try to understand how to improve it.

CUSTOMER LOYALTY

The continuous relationship that a customer has with an organization that results in repeat business.

LOYALTY
PROGRAM

SOURCES

- https://go.forrester.com/blogs/definition-of-customer-experience/
- https://www.netigate.net/articles/customer-satisfaction/customer-experience-ultimate-guide/
- https://insights.weareeverise.com/the-evolution-of-the-customer-experience
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