

# THE 12 PRINCIPLES SNAPSHOT

A resource for the book *From Impressed To Obsessed* by Jon Picoult

## A Message From Jon

Great customer experiences don't happen by accident. They're carefully choreographed using time-tested techniques that turn everyday people into lifelong fans.

I've distilled those techniques into the "12 Principles" – essentially, a shorthand of the experience design strategies that are routinely employed by widely-admired, beloved businesses.

My book, *From Impressed To Obsessed*, explores these 12 Principles in detail and provides a wealth of ideas for how you can capitalize on them in your own role. Once you learn about the 12 Principles, though, this Snapshot will serve as a handy reference aid to help keep the techniques top-of-mind as you interact with customers, colleagues, employees, or others.

I wish you all the best as you work to create more lifelong fans for you and your organization!



# THE 12 PRINCIPLES SNAPSHOT

A resource for the book *From Impressed To Obsessed* by Jon Picoult



## Create Peaks & Avoid Valleys

People remember their experiences as a series of “snapshots” that capture the high points and the low points in the encounter.



## Finish Strong

People also remember the final part of their experience – it influences their overall impressions in a disproportionate way.



## Make It Effortless

The more effort people have to expend buying, using or servicing your product, the less likely they are to be loyal to you.



## Keep It Simple

People crave simplicity. We’re more likely to find appeal in products, services and communications that are easy to comprehend.



## Stir Emotion

When you make someone feel good or special in some way, they’ll remember the experience better and perceive it more positively.



## Give the Perception of Control

It’s human nature that we like to be in control. When faced with ambiguity or uncertainty, people will feel less positive about an experience.



## Be An Advocate

People love it when they see others advocating on their behalf. It makes them feel like they’ve got someone in their corner, watching their back.



## Create Relevance

Build engagement with others by delivering an experience that’s highly relevant, aligning with their needs, wants, hopes, and aspirations.



## Pay Attention to the Details

Small, subtle details can have a very meaningful influence on people’s impressions, so manage those environmental cues carefully.



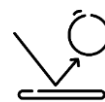
## Personalize the Experience

Build loyalty by tailoring people’s experiences, showing them that they’re more than just a revenue source or piece of human capital.



## Deliver Pleasant Surprises

Provided a person’s basic needs are met, throwing in some unexpected extras can help make the experience more memorable and buzzworthy.



## Recover With Style

Experience failures happen, but if you overcorrect on the recovery, it can create a memorable impression that builds loyalty instead of eroding it.