

THE 12 PRINCIPLE FRAMEWORK

Proven customer experience design strategies
that turn everyday people into lifelong fans.

A Message From Watermark Consulting

Great customer experiences don't happen by accident. They're carefully choreographed using time-tested techniques that turn more sales prospects into customers, and more customers into lifelong fans.

We've spent decades studying companies that excel in customer experience – widely-admired firms that are legendary for the brand loyalty they create. Through that research, we've distilled the customer experience design secrets of these highly successful companies into a dozen actionable principles that can be applied to any company, large or small, across virtually every industry.

The following page summarizes our 12 Principle Framework: A set of psychology-based strategies that enhance how people perceive and remember their business interactions – thereby driving better conversion/retention rates, improved customer loyalty, and more profitable growth.

Learn more about these techniques from Watermark founder Jon Picoult's bestselling [book](#), *"From Impressed To Obsessed: 12 Principles For Turning Customers And Employees Into Lifelong Fans."*

Or, alternatively, please [contact us](#) to start a conversation about how these Principles could help turn *your* company's customer experience into its greatest competitive advantage.



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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.



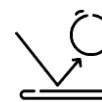
Personalize the Experience

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.