ZIGHT™

The DNA of an experience

Experiences - we all have them. Some experiences we will share whenever the opportunity arises and others we prefer to bury deep, deep in the confines of our own mind.

Experiences arise with every action we take, even if we may not realize it. The interaction you had with your co-worker by the water cooler may not have been your cup of tea, but it was an experience.

How do experiences work?

Actions create experiences which then shape another action. What exactly does that mean? Imagine you go to a store to pick out a gift for a friend's birthday (the action), but you aren't too sure what to get them. An employee recognizes your hesitation and comes over to help you find a gift. The employee asks questions about your friend, makes suggestions, and is nothing but helpful (experience).

You leave the store with your gift, get home, hop on Google and leave a 5-star review raving about how great the customer service is at this particular store (action). Now imagine if the employee wasn't so kind and helpful, the actions you take thereafter may not be the kindest. Experiences shape how we react to situations in our day-to-day lives and how we pursue them. Ergo, it's imperative to consider not only how we experience things, but how we can shape experiences for others. Doing so comes down to understanding the DNA behind an experience and how our actions can change one's perception of a situation.

"The way we experience the world around us is a direct reflection of the world within us." – Gabrielle Bernstein

Deconstructing Experiences

There are plethoras of encompassing factors that can negate what we derive from an experience. Each factor impacts every individual's experience in a different way. For some, experience comes down to their interaction with another person in a certain situation. For others, experience comes down to how a specific process is handled.

One utilitarianistic premise of an experience that we all want to derive from it is a positive resolution or outcome. Every action causes a reaction. Just as every situation draws an experience. Understanding the significance of experience is imperative for determining how we can better enhance the experience of others around us.

What factors determine how an experience with bode over?

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It's human nature to crave a positive outlook on what happens in our lives. The same goes with experiences. Anything that can enhance our reception of an experience whether that means unleashing a sense of contentment, achievement, convenience, or any other positive realm is what a majority of people look for when it comes to experience. Experiences can be made anywhere - at home, work, social outings, etc.

Experiences can even be derived from a digital realm. How we interact with others through digital means and the notion we leave them with it telling of how we can shape experiences beyond face-to-face interactions. And with so many aspects of life shifting to a digital means, making these experiences count is essential.

Experiences in a Digital World

Without realizing it, some of us have more interactions with people through digital means than in real life. We may speak to a handful of co-workers on a daily basis but interact with a surfeit of people on social media or speak to our friends/family via messaging apps throughout the day. The notion of going today without digital interaction seems improbable to many.

To reiterate how customary digital interactions are, let's look at some corresponding numbers.

Social media users
38.2%

Non-social media users
61.8%
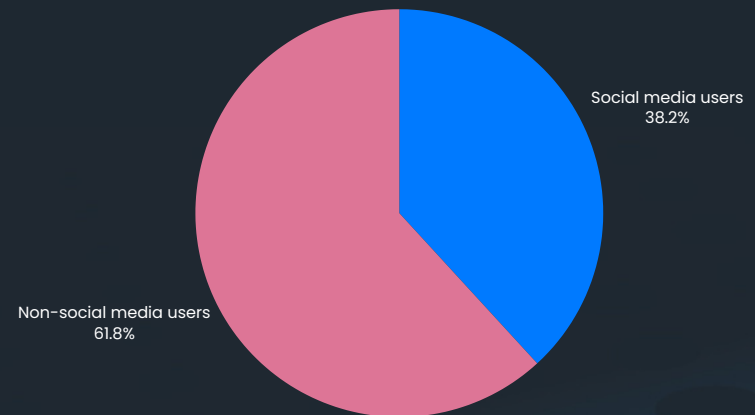
*As of 2019, there are 3.2 billion social media users which equates to around 42% of the entire world's population.

*As of 2019, there are 2.71 billion smartphone users in the world, with this number projected to grow by the millions into 2020.

*One third of consumers prefer to utilize social media for customer service needs over telephone/email.

The statistics are telling of how much our experiences have shifted to a digital realm. For consumers, many find it easier to interact through modern day digital means and for brands, this means upping the ante when it comes to online efforts.

What experiences are most prevalent in the digital world?

We use the world wide web for a variety of reasons;

• Interacting with friends and family
• Interacting with brands/individuals
• Providing/seeking customer support
• Looking for the answer to a question/concern
• Finding a new place to eat or hang out

These are just SOME of the actions we look to the online world to when completing.

While most seem to be the norm, the one that has shifted to the digital world most recently is customer service. Reaching out to obtain support from a business/brand used to mean calling their support line (and potentially being put through a series of automated messages before even speaking to a real person).

Nowadays, people hop on platforms such as Twitter or Facebook or utilize means such as Live Chat or Email to obtain the support they need. Why? Time. Time is of the essence and it seems like there isn't much of it. Obtaining service quickly without having to put one's day on hold can heighten, not only the experience of the support, but the experience the individual has with the business as a whole.

Heightening ones experience is beneficial for both parties involved.

> "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." – Jeff Bezos

Customer Experience: The Thought Process of a Consumer

To enhance experience, you have to experience. When it comes to any business, keeping the customers content and the processes they have to go through makes a huge difference. After all, it's the customers that bring the profit. Too often, businesses make the mistake of thinking like, well, businesses instead of like consumers.

This can create a disconnect and hurt the customer experience. Providing meaningly, reliable, and valuable experiences to consumers means understanding their thought process which can be broken down into a few small steps.

Initial interaction

First impressions are important and they can make or break how a person chooses to pursue their initial intent. First impressions are NOT a place to sell, but rather a place to create a warm introduction.

The Process

Nowadays people want the quickest and most efficient process plausible. This means delivering a high-volume of valuable information without overwhelming them. How do WE do that? The simplification of necessary information. For example, if someone asks us how to utilize our product for delivering a presentation to their team, instead of trying to explain the process in the best words we can find, we simply show them. This makes the process easy while still relaying the same information they would get via text.

The Process

This is important because it's where most consumers will construct their overall opinion on an experience. The initial interaction and process will be nominal if any issues arise towards the end. This needs to remain warm. Most consumers seek validation at this point whether that be through a simple "thank you" or "your business is much appreciated". A little goes a long way.

Having a thorough understanding of how consumers think can help better target their needs and heighten their experience. **We've narrowed it down to 3 critical factors: time, simplicity, and trust.**

Navigating Time Through Experience

What do we want? Time! When do we want it? Preferably today, but the schedule for the day looks packed, so let's move it to next week!

Time is a massive contributing factor when it comes to a customer's experience. From the initial introduction to the end, valuing their time is imperative. Between work, family, friends, self-care, etc, most people have trouble finding time to do, well, anything. The last thing anyone wants is to dedicate a significant amount of time to something that can easily be condensed.

How are we valuing our customer's time?

The answer is simple. No really, that's the actually answer - simple. Like any other business, our product takes some explaining. Instead of sending over clients a novel of instructions, how-to's, do's and don'ts, we make things visual, cutting back how much time is needed to understand so they can better focus on utilizing the product for THEIR benefit.

Have you ever tried explaining something to another person but to no avail? You just can't find the words, but you swear you know what to do. This can create a back-and-forth or in worst cases, the person on the other end may give up and go elsewhere for their needs.

Screen Recording: Bringing Words to Life

The possibilities when it comes to screen recordings are endless, but let's focus on the time element. Screen recording can translate the words you just can't piece together. Want to explain how to use your product in the quickest way possible? Want to create a warm and personable introduction without giving off that "I'm here to pitch you something" vibe? Screen recording can help with just that.

How are we enhancing experience in this aspect? Eliminating confusion, back-and-forth explanations, and respecting the time of each and every individual we come across.

The Quest for Simplicity

Getting things done in a timely manner is crucial and simplifying only aids to that construct. Complex notions can hinder an experience. While you may have a viable message to relay to a consumer, it can get lost in a sea of complicated conundrums.

The thought process is simple, why do something the hard way when I can do it the easy way and get the same result?

At the end of the day, consumers want to derive something from their experience, whether that be a resolution, a product/service, or an answer to a burning question they have. Making the process easier for them highly contributes to the positivity of their experience.

Just as visual recordings, video screen, or webcam recordings save customers time, they also contribute to the simplicity and convenience you provide them. Why make them spend 20 minutes trying to decipher your 20 page how-to manual when instead they can spend a fraction of the time ACTUALLY retaining valuable information? Simplicity is key.

An exemplar would be the asymmetry betwixt this segment of the construct and this section of the sentence.

Although not mind readers, we can guarantee the second part of the sentence was a lot easier to follow.

Imagine that sentence was CTA-based? Chances are people would be more inclined to take action on the simpler version rather than the complex one that actually has the exact same premise.

Overcomplicating things won't give others the assumption that those behind your business are all academically-gifted individuals, rather, it will just drive them into the business of those who speak to everyone, not just a small-tier of people.

Simplicity in and of itself is a means of providing someone with a memorable and valuable experience. As simple as that.

The Everlasting Bond Between Trust and Customer Satisfaction

Trust. Not only an important trait online, but in real life as well. When conversing with someone in real life, it can be easy to build trust. Body language, eye contact, and responses are great indicators of how trust can be conveyed. In the digital realm, however, it can be a lot more difficult to instill a sense of trust.

We want to believe a majority of people have good intentions, although sometimes, the means in which they interact don't reflect that.

Think of this scenario:

Someone has stumbled across your comment on a post where you are asking for a solution to a current problem. They are elated because they believe they have the solution and intend on helping you. Their next step is to reach out to you and explain how they can help you and bam - this is where the disconnect usually happens.

"Hi, my name is _____. I stumbled upon your comment and my product can help. Did you know my product has helped over 10,000 people with the same issue? This tool will work great for you. Interested? Did I mention my product has helped a lot of people? Also, it's on sale!"

We've all received messages of this caliber before and although the intentions of the person reaching out are good, most people see it as sales spam and disregard it.

So just how can you build trust via the digital world that will enhance experience?

Rid your brand of the notion of automation (keyword being "notion" - automation is vital, however, frequent and impersonal automation can be off-putting). No one likes talking to a robot or the feeling of doing so. Authenticating your brand bodes well for consumer trust.

How do we like to build trust?

Before you go sliding into the DMs with a crafted, automated message, think about the reception of the person on the receiving end. Instead, opt for

a) A quick introductory video recording showcasing who YOU are and the value your business can bring to that person

b) A screen recording of a process, product, or service that can aid with their dilemma

What makes these means different than sending a long-form message?

You're putting a face to the brand and when people can correlate an individual to a brand, they are more inclined to trust them, in turn, utilize the services/products provided.

Putting a face to your brand may seem like a nominal action, but the outcome is beyond beneficial for you and your audience.

Experience and Tech: What Does the Future Hold?

It wouldn't be surprising to assume that a majority of interactions and experiences will be digital a decade from now. Evolving how we can better the experience of consumers now is a surefire way to keep up with it's correlation to the digital world.

If experiences will shift to a digital realm, does that mean less personable interactions?

Absolutely not. We are consistently working on ensuring that screen-to-screen interactions remain as useful and valuable as in person interactions. From creating a simple introductory GIF of yourself to tailoring screen recordings to meet the individual needs of others, we believe a valuable experience can still be instilled.

Experiences are meaningful events that are derived from an action or a situation. They can make or break how we feel towards a brand/person/situation. They can dictate how we choose to pursue certain realms. And they can impact our day-to-day lives. Whether in-person; centimetres away from one another or screen-to-screen; 7,000 miles apart, experiences are a valuable part of human life and how we choose to navigate our own experiences and the experiences of others is always a step in the right direction.

How to Create a Positive and Memorable Experience

Creating a positive experience isn't rocket science, thankfully. Anyone can create a memorable and noteworthy experience provided they have appropriate intent and a keen understanding of what others are looking for from said experience.

How can you create a notable experience for your customers?

1. Simple cues - a person's body language, facial expressions, and the tone of their voice/the way they type can give us a broad perception of who they are and what they may be looking for. Combine the simple factors you know about the customer from the information or cues they have given. This will allow you to interact with them on a more personable level.

2. Emotional connection - humans are emotional beings, there is no denying that. We tend to act on the emotions derived from the situation we are currently experiencing. Creating means to emotionally connect with a customer, whether through visual, auditory, or textual realms can aid in amplifying their trust in you, thus, heightening the overall experience.

3. Tech it out - we are thriving in a digital space nowadays, ergo, taking advantage of tech tools that can aid in customer experience is something to consider highly. Technological advancements can increase productivity and establish a more connected relationship between you and the customer. For example, screen recording can help better establish this connection and resolve any issues that may arise in a personable and time-efficient manner. Outlets such as mobile and social media can also help create opportunities to build off of.

4. Keep the company in mind - creating experiences is one thing, but the desire and understanding behind them is a whole new ball park. In order to create meaningful experiences for your customers, it needs to become part of your DNA as a company. Make it a goal to plan, create, and build positive experiences. Without the care or desire to do so, it's difficult to create these experiences. Don't just do it because you HAVE to, do it because you WANT to.

Creating positive experiences does require a level of learning and understanding, however, with good intent, this can easily be done. Positive experiences not only lead to a happy customer, but can lead to long-term benefits for a business.

If an individual had a positive experience with your business, they are more inclined to return and/or send others your way.

To truly understand the DNA of an experience, we have to first understand the individuals behind the experiences. Once we can do this, creating a positive experience is almost effortles

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