

# Extraordinary customer experience sells more *everything*

**Differentiating based on product alone is harder than ever.  
Delighted customers are a powerful competitive advantage**

At C1X Customer of One Experience, we know you want to be a leader known for a competitive advantage that grows margins, sales and turns. An advantage that differentiates you from all your competitors. The problem is it's difficult to differentiate based on product alone. Shouldn't you be able to focus solely on the quality of your clientele?

We believe it's critical to understand the difference between customer service and customer experience.

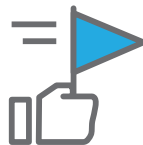
Everyone in your organization should view their role as critical to customer happiness.

Exceptional customer experience will be the differentiator that drives revenue and margin.



### **Retain and Annuitize Existing Customers**

Close the back door to competitors poaching your customers.  
Prioritize real measurable customer value across your organization.



### **Expedite the Sales Process**

Make it clear more quickly that your company is the obvious choice.  
Reduce the urgency and time to hunt for new customers as you increase your percentage of loyal, return customers.



### **Create a Culture of Excellence**

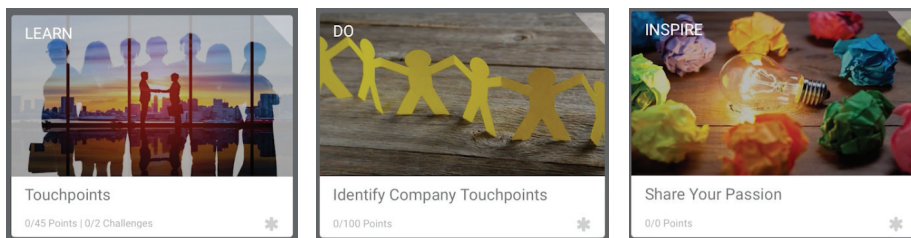
Empower your employees in all areas — not just “customer service” — to view their role as critical to customer happiness.

# Change the way you facilitate change.

The C1X Customer of One Experience Learning Journey is built on a next generation learning platform called Rali, that engages employees in an ongoing process of progressive achievement.

Rali activates employees using an engagement-rich Experience Platform coupled with their proprietary **Learn > Do > Inspire** change architecture. Results are accelerated by fostering corporate communities. Rali gives leaders the tools to collaborate, drive understanding, insight, and aligned action across your entire organization. Bridge the gap from knowing to doing.

Your teams will work together to create a customer experience inspired service culture that **keeps customers for life.**



## LEAD YOUR TEAMS TO

- ✓ Differentiate Your Organization
- ✓ Gain a Powerful Competitive Advantage
- ✓ Retain Your Existing Customers
- ✓ Expedite the Sales Process
- ✓ Grow Margins, Sales, Turns
- ✓ Create a Culture of Excellence
- ✓ Maximize Customer Satisfaction, Loyalty
- ✓ Retention, and Referral



Earl Wasserman has always been customer-obsessed, over 5 decades in the flooring, wall, and interior finishes industry. He brings a passion for service and making his customers Number One. He understands it's hard to think about customer experience in certain business environments. It's a different mindset! He has spent a lot of time with the same kind of customers you deal with every day selling direct to them just like you. He has a keen understanding of what your customers value most when choosing a business partner.

Let us show you how to **keep your customers for life.**

## How are you delighting your customers?

Increasing customer retention rates by 5% increases profits by 25% to 95%. – HBR/Bain

## LET'S GET STARTED!

Go to [www.C1Xmatters.com](http://www.C1Xmatters.com) to Request a Demo, ask us for our five Email Training Series, then experience our C1X Showcase where you actually “test-drive” the Journey.



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