



# 5 Essentials for a Differentiated Customer Experience

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” ~*Maya Angelou*

Creating an amazing customer experience will make you memorable to your clients, thereby increasing the potential for repeat business and referrals. Take notes on these five essential areas of customer experience as you watch the [video](#) and participate in the group discussion. When finished, choose one idea to implement into your business.

1. Commit Random Acts of Kindness

2. Be Proactive

3. Offer a Plus One

4. Show Your Gratitude

5. Put Yourself in the Customer’s Shoes