



## THE ELEMENTS OF A GREAT CUSTOMER EXPERIENCE

Consider the last time you had a great customer experience... a truly great customer experience! What happened? What was going on at the time that made it such a great experience for you, and what was it about the experience that made it occupy that memorable part of your mind?

If you're like most people, the experience that left such a favourable impression with you was a combination of both **what** you experienced along with **how** you experienced it. It was likely more than just a single event.

It was the culmination of a series of events or actions you received throughout the entire experience, from beginning to end. It was more than a single event—your great customer experience likely occurred as a result of everything being looked after for you.

Forbes magazine recently published an article on great customer experiences, stating:

*"Customer experience measures how customers feel about a company overall, and includes the emotional, physical, psychological connection customers have with a brand. It isn't a one-off interaction, but rather includes the entire customer lifecycle and every touchpoint a customer has with [...] service."*

For Calgary TELUS Convention Centre (CTCC), creating a peak level of experience for our guests remains our goal. By providing the best services you could expect—accompanied with a higher-end facility located in a boutique, downtown location—we strive to create the great customer experiences that will be remembered as part of the corporate board meeting or industry event.

For us, it's about looking after more than just physical needs. It's about ensuring our guests emotional and psychological desires are met as well.