

DESIGNINGJOE

customer experience

Welcome to the January 2009 issue of the DESIGNINGJOE monthly newsletter!
Hope the New Year treats you well.
(click here for archives)

January is a time for change. Resolutions charge out of the gate, side by side with hope. Sadly, in time, most, if not all resolutions pull up lame, never to reach the finish line. Hope is lost along the way and again, the race is cancelled until next year.

But you won't let that happen, will you?

I'm Joe Pallister and my skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690.

And visit DESIGNINGJOE for some examples!

How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

Good Design = Good Business.

So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer.
phone: 347.249.1690 or email me!email me!

DESIGN TIP

Customer Experience

We are all customers, and every day we have many Customer Experiences, whether it's enduring Cablevision's psychosis-inducing telephone menu, or enjoying a pleasant chat with the friendly person behind the local news stand. At home we have experiences with every-day products like can-openers, phones, refrigerators, shower doors, and the list goes on...

If you have a business, what kind of Customer Experience are you providing? Graphics and websites aren't the only things that need to be designed. The Customer Experience needs to be designed as well. Every aspect of your Customer's Experience must be taken into account. Think about it - if you're having trouble with a product or service, how nice is it to actually speak to a customer service representative on the phone, and how much nicer is it if they are friendly and knowledgeable? Or if you take something out of the box, the instructions are simple, and it actually



MONTHLY SAMPLE

The above sample is the cover image for the Spring Calendar of Events of a local Cooperative Extension.

works the way it's supposed to? Seems simple, right? Unfortunately, these positive experiences are not the norm. However, there are many companies that consistently provide positive Customer Experiences, like Apple, Nike, BMW, Ikea and, of course, DESIGNINGJOE. Now I'm not saying they're all perfect (well one of them might be...) but the Customer Experience they offer is tough to beat.

What do you give your customers?

If you're interested in learning more about designing the best experience for your customers, there's a great book titled **Do You Matter?** Check it out!

Joe Pallister: 347.249.1690 • please email me with any questions or comments please email me with any questions or comments

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