

# Space for a Better Customer Experience



Every interaction adds up to a tangible expression of the customer experience (CX). As we embark upon Web 3.0 (a new iteration of the internet) and the metaverse, it is inevitable that the customer experience will evolve with an omni-channel, digital-first approach. However, in-person visits will always have their place and purpose—for personalized, authentic experiences that demonstrate the organization's unique brand to existing customers, potential clients, and employees.

Innovative companies recognize the value of the customer experience and draw inspiration from the evolution of work environments to discover workplace design solutions and amenities that support their culture and brand. When the experiences of the workplace include nourishment, storytelling, and social connections, customer relationships are strengthened to pave the way for meaningful partnerships. Paying attention to every touchpoint in physical spaces—from reception to meaningful interactions, meetings to meals—helps foster alignment between expectations and results-driven outcomes.

## 5 Strategies to Cultivate CX

1. Map customer touchpoints
2. Test your messaging
3. Shine a light on your culture
4. Personalize
5. Generate trust

Source: [Forbes, 2022](#)

## How to Cultivate CX

Ensuring customers have a memorably good experience whenever they interact with you can directly increase revenue, business growth, and customer lifetime value and retention.

- **Map customer touchpoints** – Create a visual representation or list of every interaction your customers have with your brand. Consider both virtual and in-person.
- **Test your messaging** – Ensure that your messaging is clear, stylistically appealing, and familiar to your customers. Consider design elements, voice, and tone of copy.
- **Shine a light on your culture** – Achieve internal clarity and disseminate your CX mission. Live it, share it, hire to it, train, and incentivize employees to deliver on it.
- **Personalize** – Collect data that enables you to segment customers and tailor services, communications, and the experience based on their needs and preferences.
- **Generate trust** – Consistently deliver on your customer’s expectations to provide an exceptional and frictionless experience at every stage of the customer journey.

Source: [Forbes, 2022](#)

## Crafting Desired Hospitality Experiences

Hospitality in the workplace is changing. It’s evolving from simply having a nice coffee pot in the reception area, to a broad purposeful approach to creating experiences for employees, suppliers, customers, and every guest who interfaces with your organization. Hospitality is how your brand and culture manifest in your workplace.

### The First Impression

Arriving at a workplace is one of the most impactful ways to exemplify an organization’s desired hospitality experience. As the adage goes, “You never have a second chance to make a first impression.” Materials, finishes, furniture placement, sound—even smell plays a part in creating an emotive experience.

Consider how customers, visitors, and guests are welcomed into the space. At our global headquarters, we designed the space to reflect our desire to work alongside customers, learning their workplace challenges. Then we leverage our research and expertise to support the development of a new work environment.

In our Toronto showroom, we purposefully placed the reception desk further away from the entrance as a key part of our desired hospitality. Giving those who enter our doors the space and time to soak in the vibe, and the feeling we wish to evoke—there’s an enduring welcome here that beckons people in to explore and stay a while.

### Social Spaces to Humanize the Experience

Fueling hospitality in the workplace involves a thorough approach to active spaces that enable connection. Social spaces are often centrally located, utilize a variety of footprints, and may or may not involve technology tools.

Social spaces can serve many purposes for customers, including:

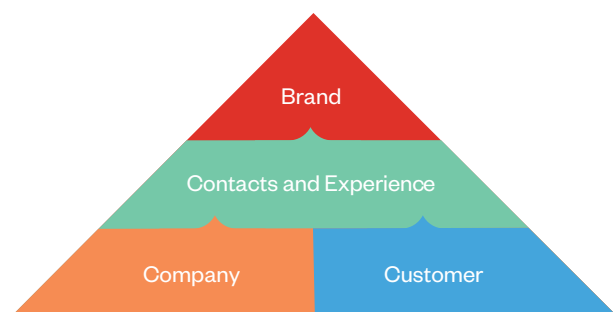
- Events
- Guest reception
- Lounges
- Meetings
- Refreshments
- Touchdown work areas
- Training
- Organizational branding

Just as coffee shops serve as social gatherings in quaint downtown districts, social spaces provide key destinations in the workplace where a sense of community is nurtured.

### Personal Space

Hospitality takes into consideration spaces that empower people to accomplish their work, both together and alone.

Providing customers a choice to select the workspace that best suits their preferences and needs creates a hospitable experience.



## 5 Considerations for Cohesive Branded Environments

### 1. Identify the distinct and meaningful to differentiate.

Inspiration and guidance can come from a variety of sources including values, innovations, heritage, or history. Once elements of your unique story have been developed, use architecture and space to establish and communicate those messages.

### 2. Support the brand story with geography, location, and key spaces.

Some of the most distinctive and authentic identities can come from unique location—the landscape or geographic distinction (think mountains, water features, etc.). Create a sense of place by reflecting and connecting to the surrounding area.

### 3. Extend the branded experience outdoors.

Well-designed outdoor spaces not only reinforce the experience, they can also express the brand and culture of an organization. Consider hardscapes, courtyards, planting, furnishings, and lighting to extend the customer experience from the inside out.

### 4. Create a sense of place.

Every organization faces a constant challenge: Make an impression and create a sense of belonging. An effective customer visit should support the desired emotional and physical state, and showcase what is valued and where investments are made.

### 5. Use architectural and design elements to reinforce brand.

Leverage visual cues from public spaces to private working areas. Use size and scale to convey values and behaviors. For example, expansive use of glass creates a greater sense of space and may help to suggest an open, more transparent approach to communications.

The built environment is a tangible expression of the customer experience and the touchpoints within a space each serve a purpose. A branded environment is an extension of the experiences that reinforce your organization's mission, vision, and values. Having social spaces draws people in and brings them together, fostering relationships that engage people's minds and emotions. A focus on customer experience strengthens relationships and empowers employees—who are the ultimate brand ambassadors—to positively shape every interaction that leads to trust, loyalty, and preference for your product, service, and team.

#### Want to learn more?

To make the most of your space with solutions that foster connections with your employees and strengthen relationships with customers, contact your local Haworth representative.