

# Customer Experience

Customer experience (CX) is the sum of every interaction a customer has with an organization. Connecting workplace to CX takes into consideration the impressions, feelings, and behavioral responses the space evokes. A focus on CX helps organizations strengthen relationships with customers and empower employees to deliver and share the experience.



## Resources

- White Paper: [Compelling Branded Environments in Higher Education](#)
- Spark Articles:
  - [4 Considerations to Create Hospitality in Your Workplace](#)
  - [Bringing Hospitality to the Workplace](#)
  - [Bringing Marriott Hospitality to Work](#)
  - [Immerse Yourself in Design at the Haworth Hotel](#)
- Guide: [Social Spaces](#)
- Web: [Social Spaces](#)
- Webinar: [The Importance of Hospitality: Featuring the New Haworth Hotel](#)
- Customer Spaces:
  - [EPM Business Group](#)
  - [Haworth Hotel](#)
  - [Lighthouse Surgery Center](#)
  - [Office.One](#)

**73%** Of all people surveyed point to customer experience as an important factor in their purchasing decisions.

Source: PwC, 2018

## Questions to Ask

- Who are the customers of your workplace?
- How would you describe the ideal experience for each type of customer?
- What in your space matters to customers? Does your employee engagement survey provide any insights?
- What elements of your workplace would delight customers?
- Do policies, social norms, and/or training align with the desired CX?

## How Haworth Can Help

The built environment is a tangible expression of your customer experience, communicating your culture and values. We help make the most of your space with solutions that foster connections with your employees and strengthen relationships with customers.