


The Customer Experience Deck



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“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



How to play

You need one deck per person.
There are nine step cards to follow.
Lay these step cards out in front
of you from 1-9.

Carefully read the instructions for
each step at the top of the card and
work through them step-by-step.

You complete some steps
individually. Other steps are
completed **as a group**.

Look out for this before you
begin each step.

Plus check out the two bonus
steps at the end.

Have fun!



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The big question

Through the nine steps in the deck, you'll get to the heart of your customer relationships by exploring the answer to this question:

**What do we
want our
customers
to feel?**



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STOP!

**No fibbing. Have you really read
the instructions?**

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STOP!

**No one reads the instructions.
Why should you either?**

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Step 01

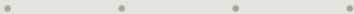
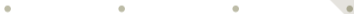
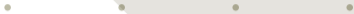
Individually, sort the white feelings cards in your deck into three categories:

“We want our customers to...”

Feel this

Not feel this

Doesn't Apply



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Feel this



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Feel this



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**Not feel
this**



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**Not feel
this**



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Doesn't
apply



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Doesn't
apply



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Step 02

Individually, take your pile of 'Feel this' cards and sort them into these two categories.

Primary feelings

Fringe feelings

'**Primary feelings**' are our five most important '**Feel this**' cards. The '**Fringe feelings**' are the rest of the cards.



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Primary feelings



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Primary feelings



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Fringe feelings



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Fringe feelings



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Step 03

As a team, one-by-one take turns to chat about why you picked your top five **'Primary feelings'** cards.

Use this sentence to guide how you chat about your top five:

“I want our customers to feel (insert feeling) because...”



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Step 04

As a team, now work together to choose the collective top five **'Primary feelings'** and the collective top five **'Fringe feelings'** cards.



At the end of this step we should have agreed as a team on the **top five 'Primary feelings' & top five 'Fringe feelings'** our team or organisation wants customers to feel. **'Primary feelings'** are the five most important things we all want our customers to feel when they come into contact with our team, brand or business.



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Step 05

Individually, take all your
'Not feel this' cards and reduce
them to your top five.

**Not feel
this**

Our top five **'Not feel this'** cards will be
the five most important feelings we don't
want our customers to feel.



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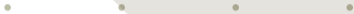


Step 06

As a team, one-by-one go around the table and take turns to chat about why you picked your top five ‘Not feel this’ cards.

Use this sentence to guide how you chat about your top five:

“I don’t want our customers to feel (insert feeling) because...”



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Step 07

As a team, work together to reduce all your **'Not feel this'** cards down to the teams top five.



At the end of this step we should've agreed as a team on the top five feelings we absolutely don't want our customers to feel when they come into contact with our team, brand or business.



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Step 08

As a **team**, complete the following three exercises for each of your top five **'Primary feelings'** cards.

1

Describe how we'll know if our customers are feeling each of our **'Primary feelings'**.

2

Describe how we'll need to behave to help our customers feel each of our **'Primary feelings'**.

3

Describe what would stop our customers from feeling each of our top five **'Primary feelings'**.



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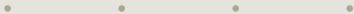
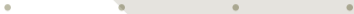
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Step 09

As a team, complete the following three exercises for each of our top five 'Not feel this' cards.

- 1 Describe how we'll know our customers are feeling each of our top five undesired feelings.
- 2 Describe what would cause our customers to feel each of our top five undesired feelings.
- 3 Describe how we might help our customers avoid (or manage) feeling each of these undesired feelings.



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Bonus Step

Think about each of these potential points of contact your customers have with your organisation or brand.

Brainstorm how you might help your customers feel and not feel each of your top five feelings across these touchpoints:

- Customer service
- Website
- Packaging
- Sales & marketing resources
- Retail environment
- Office, reception, waiting areas
- Client meetings



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Bonus Step

Use the feelings cards in this deck to help you complete a **customer journey mapping** exercise. Follow these three steps:

1

Map your entire customer journey including each touch point and key moments.

2

At each touch point and key moment, choose the feelings from the deck that represent how you want your customers to feel and not feel.

3

Find out from your customers how they currently feel at each of these points on the journey and compare with what you mapped out.



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POWERLESS



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ALONE



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UNCOMFORTABLE



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CONFIDENT



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BORED



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REBELLIOUS



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CONNECTED



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OVERWHELMED



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UNCERTAIN



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DISCONNECTED



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INTERESTED



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JOY



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WELCOME



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LUCKY



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PARALYSED



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HESITANT



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DELIGHTED



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THANKFUL



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CARE



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IMPORTANT



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PLAYFUL



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COURAGEOUS



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LIBERATED



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IMPULSIVE



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FRISKY



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NERVOUS



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PEACEFUL



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CAREFREE



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AT EASE



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CURIOUS



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COMFORTABLE



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ENCOURAGED



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CLEVER



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SURPRISED



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CERTAIN



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RELAXED



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BRAVE



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REASSURED



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LOVE



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AFFECTION



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INSPIRED



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EXCITED



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DARING



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CHALLENGED



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FREE



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UNIQUE



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SECURE



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REWARDED



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ENERGISED



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SUPPORTED



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RELIEVED



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MOTIVATED



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UNDERSTOOD



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REMORSE



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LEFT OUT



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ANXIOUS



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FRUSTRATED



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AFRAID



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SKEPTICAL



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RESERVED



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WORRIED



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SAFE



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CONFUSED



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(INSERT ADDITIONAL FEELING HERE)



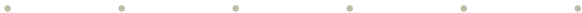
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(INSERT ADDITIONAL FEELING HERE)



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(INSERT ADDITIONAL FEELING HERE)



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(INSERT ADDITIONAL FEELING HERE)



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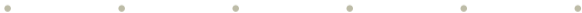
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(MISSING SOMETHING?
INSERT ADDITIONAL FEELING HERE)



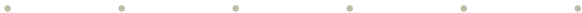
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(INSERT ADDITIONAL FEELING HERE)



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