

Centennial values customer service and is focused to be the most proactive government with the *best customer experience*.

We need to view customer experience and understanding customer needs as a purpose. To understand customer needs as our purpose let's look at [Forrester's Customer Experience Index](#).



**Adopted from Forrester's Customer Experience Pyramid*

Understanding the Customer Experience Pyramid

Meets Needs is the base of the Customer Experience Pyramid. Our customers are in need of a service. At this point we are *useful* and *the experience offers value*. Knowing and then acting when approached to deliver service is *reactive* action.

From the customers' point of view:

- Provide information I need.
- Help me find what I want.

Easy is the mid-level of the Customer Experience Pyramid. At this the point things get *easy* and *it's easy for customer to access the value* in their experience. Beyond acting when approached we take *responsive* action and start to develop *trust*.

From the customers' point of view:

- Solve the problem or concern when I ask.
- Resolve my needs when I ask.

Enjoyable is the top of the Customer Experience Pyramid and to make customer experience our purpose we need to reach this level. At this point we are delivering 'Wow' service that is *emotionally engaging*. The service appeals to the senses with empathetic service and visual appeal. Customers *love* engaging with us.

From the customers' point of view:

- Provide what I need without me asking.
- Provide what I need without me knowing.
- Make me better, safer, more powerful.

To successfully deliver 'Wow' experiences we must make it easy to use and useful.

Thanks for everything you do to make service at Centennial great for our customers!