

# Customer Experience, on Steroids!

## 10 Point Checklist

**Gerry McGovern**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"The metrics drive the culture and the metrics  
drive the behavior."

**GERRY MCGOVERN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Create content that adds value to my clients. Use words that cater to their needs.
- Be open to feedback. Let my customer speak about their experience, accept the good and the bad.
- Aim to be authentic and genuine with my marketing. Fake marketing was there long before the fake news.
- Find ways to cultivate a healthy and long-term relationship with my existing clients. They're the driver of value, not the potential customer.
- Apply Gerry's Top Tasks Analysis. It's a methodology that clearly identifies what matters most to people but equally what doesn't matter to customers.
- Make it easy for my clients to do business with me. Simplify the process and let go of unnecessary steps.
- Quickly address my customer's challenges. If I'm not helping them, someone else will.
- Figure out ways on how to measure their experience and behavior.
- Empower my customer service team. Make them feel valued and listen to their inputs.
- Grab a copy of Gerry McGovern's book *Transform: A Rebel's Guide for Digital Transformation*.