



Great Ideas For Customer Experiences
**The Seven Levels of
Accessible Environments**

By Peter C. Honebein and Roy F. Cammarano,
authors of *Creating Do-It-Yourself Customers*

A coproduction experience must be accessible – meaning that customers must have the appropriate environment, resources, and tools to achieve their goals. The design of these experiences should address the seven levels of access, starting with the foundation of policies.

1. Policies

Policies provide the rules for the coproduction experience. They help set expectations and provide the primary rules of thumb that customers and employees use to make decisions.

2. Processes/Procedures

Processes and procedures provide the script for how customers are expected to perform (and how companies respond to their performance). All companies should have an ideal script of how they'd like customers to perform.

3. People

People represent not only your selection of employees who serve and coach customers, but also the customers with whom you want to do business. For example, in the car rental industry, drivers under the age of 25 aren't permitted to rent cars.

4. Tools

Tools, such as ATMs, pay-at-the-pump, and online services, make tasks simpler or more convenient. They are used to supplement or enhance experiences.

5. Interfaces

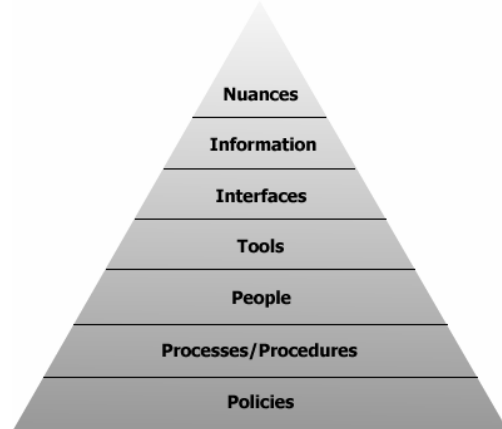
Interfaces, such as the floor plan of a store or the ergonomic design of a product, have a significant effect on customers' ability to complete tasks. An interface helps guide customer performance.

6. Information

Information, such as nutritional labeling on food, price tags, or a map, help customers find what they need and make better choices.

7. Nuances

Experiences are rounded out through the inclusion of nuances, which subtly influences performance and emotional connection through sights, sounds, smells, and tastes.



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