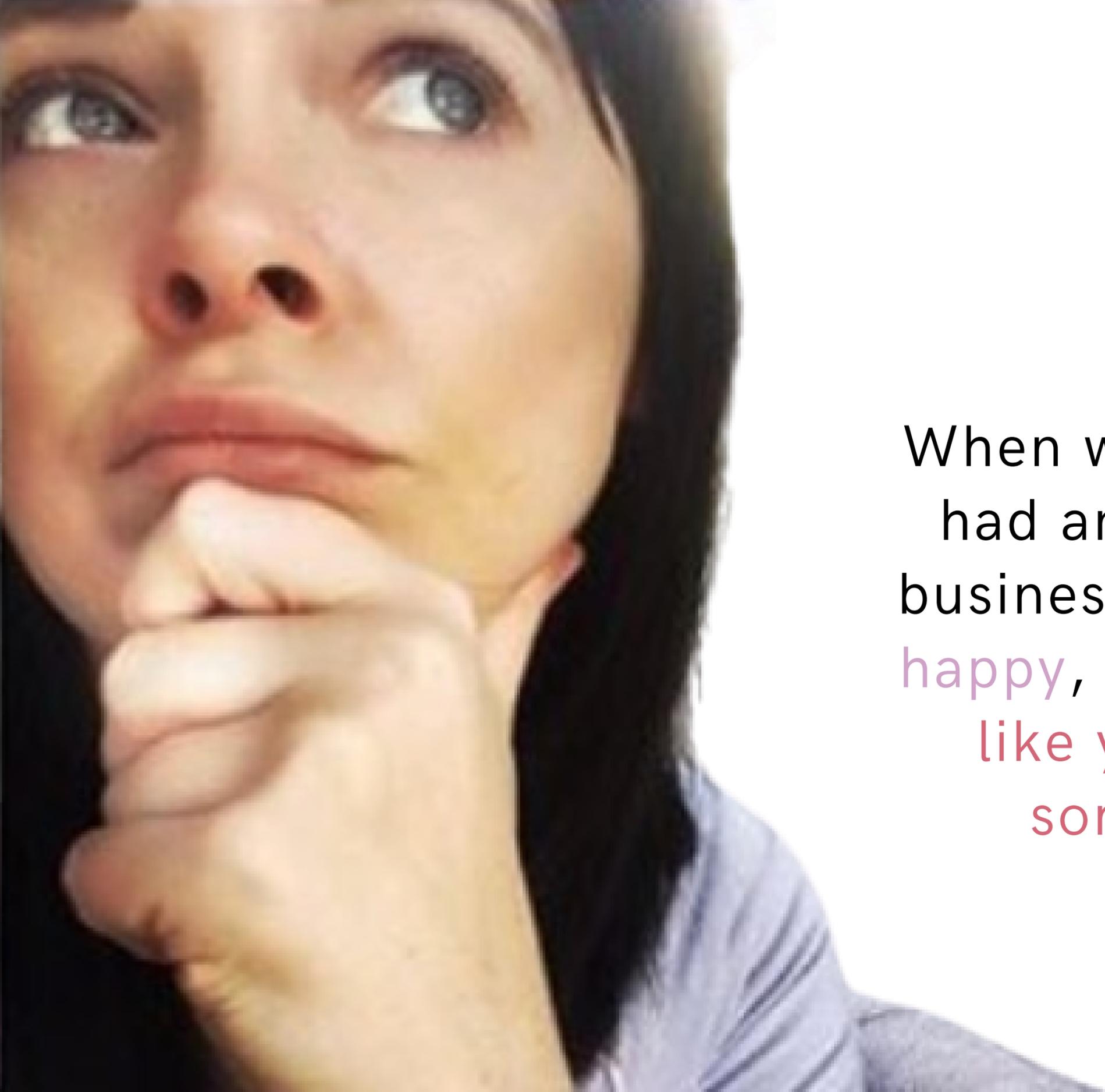




DESIGNING DIGITAL JOURNEYS FOR AN EXPERIENCE THAT DELIVERS

SUCCESS
SATISFACTION
SENTIMENT

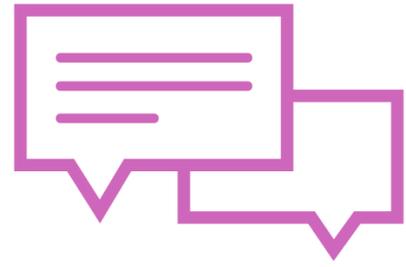


Question:

When was the last time you had an interaction with a business that made you feel **happy**, **surprised**, **wowed** or **like you wanted to tell someone about it?**



"Oops, my mistake! Fiit, can you help?"



Thanks for getting in touch!

You currently have an active membership with the email [redacted] that was created via the Apple App Store. This means that Apple is your payment provider and withholds your payment details, making us unable to access or apply any changes your account.

In order to change your membership please follow the steps below on your Phone or iPad before your renewal date

- Go to Settings
- Tap on your Apple ID
- Tap subscriptions
- Tap Fiit to amend your membership

Alternatively, a way around this is to ask you to cancel this account via Apple before your next renewal date [on 10/11/2021](#). There is then a 7 day grace period in which Apple still holds your payment details (during this time you will not lose access to classes).

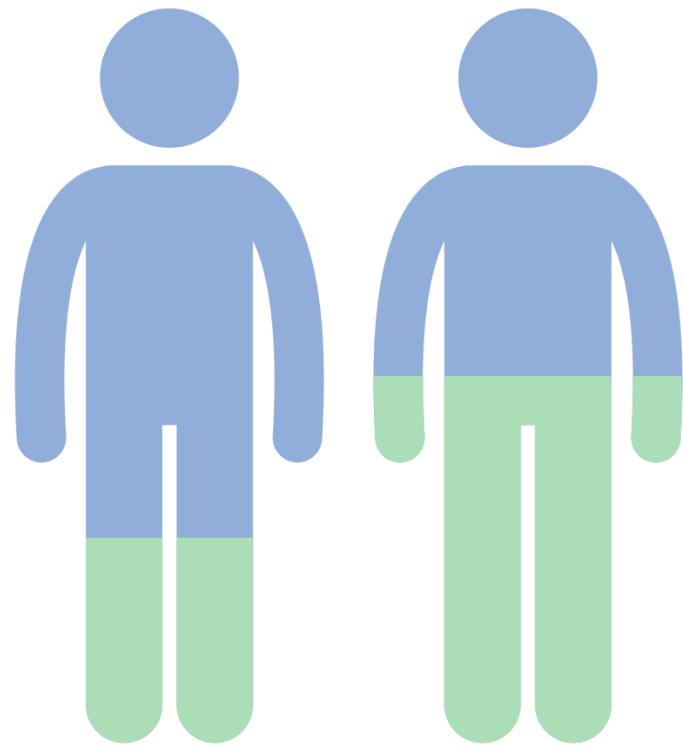
After the 7 day grace period, you can sign up again via our website [fiit.tv](#) and even use my cheeky discount code [redacted] for 25% off your yearly membership!

If you don't want to wait for the 7 day grace period you can sign up on our website with a different email address, creating a new account. However, please keep in mind any data/classes you've completed under your original email won't transfer over. That's a lot of info! So do let me know if you have any questions!

You rated the conversation 🏆

Thanks for letting us know

Gemma clearly thought about my question and provided a solution which felt personalised and 'over and above'. Much appreciated!!



**Get the result we
set out to achieve**

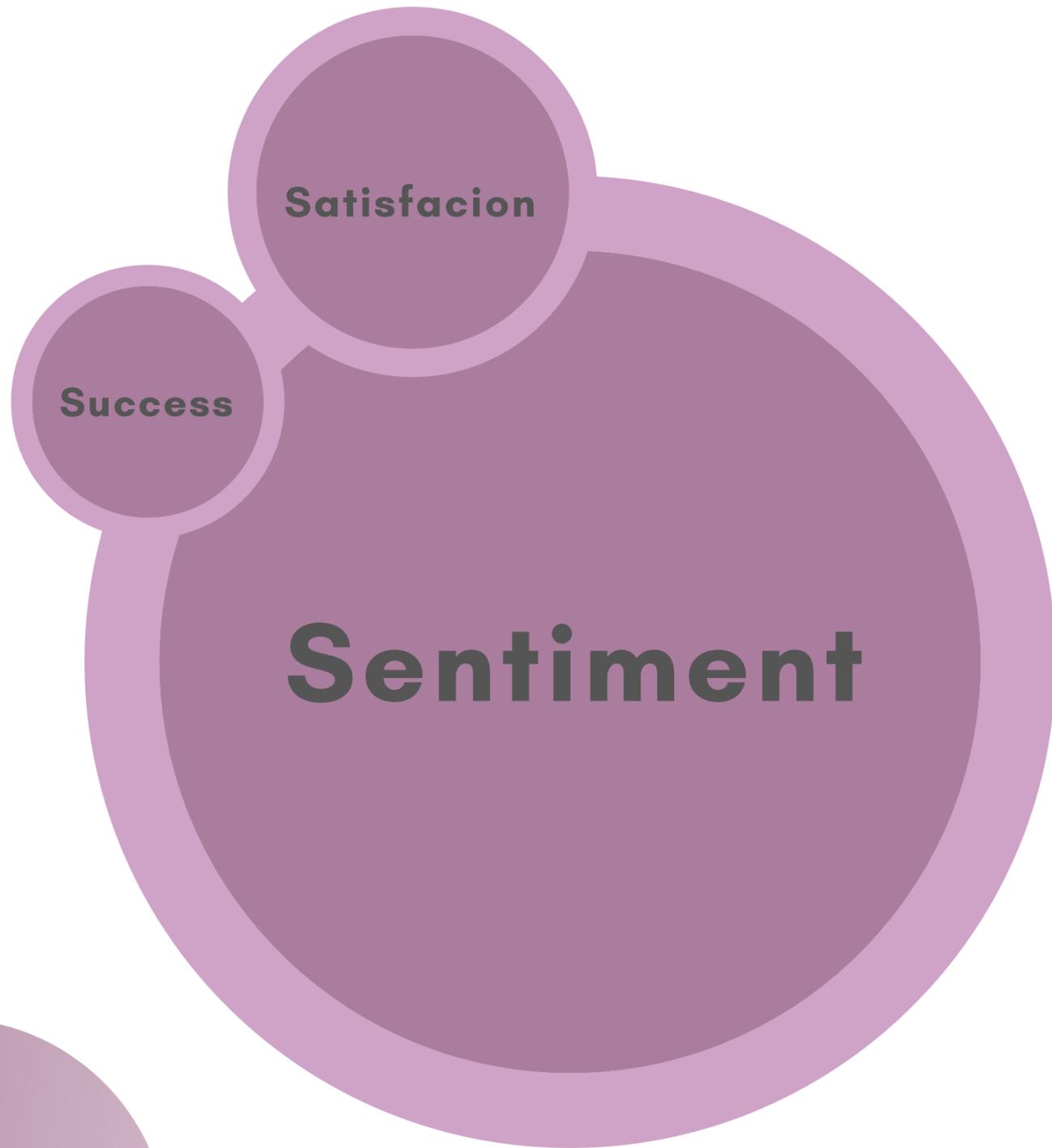
**Easy, quick, as
expected**



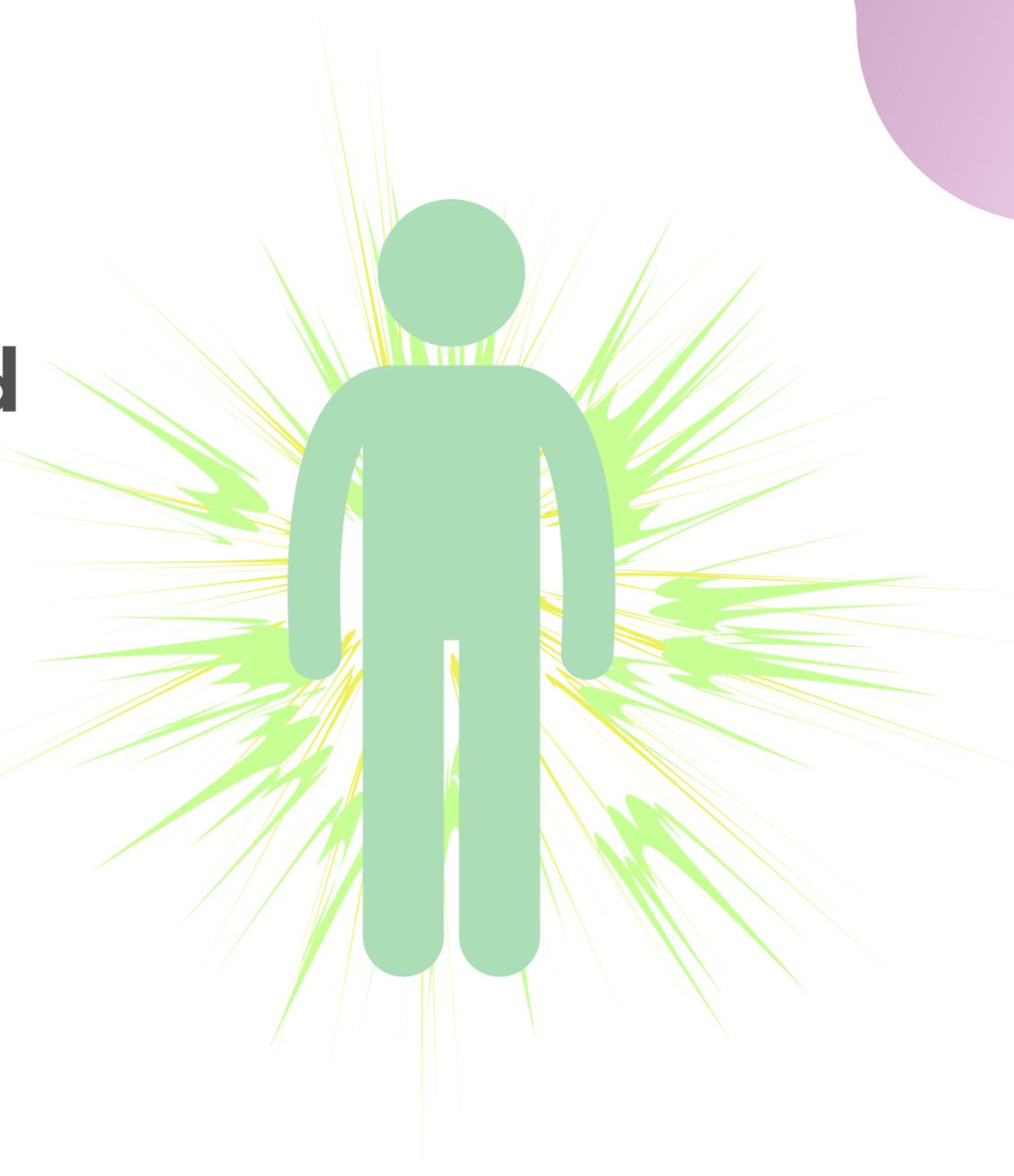
Change the
membership
back to
annual



Instant chat
Out of hours
Easy communication
Simple solution
Straight forward
instructions



**Personalised
Creative
Thoughtful
Humanised
Extra mile**



Customers who are emotionally engaged with a brand are...

86% more loyal to that brand

70% more likely to spend up to 3x more with that brand

And...

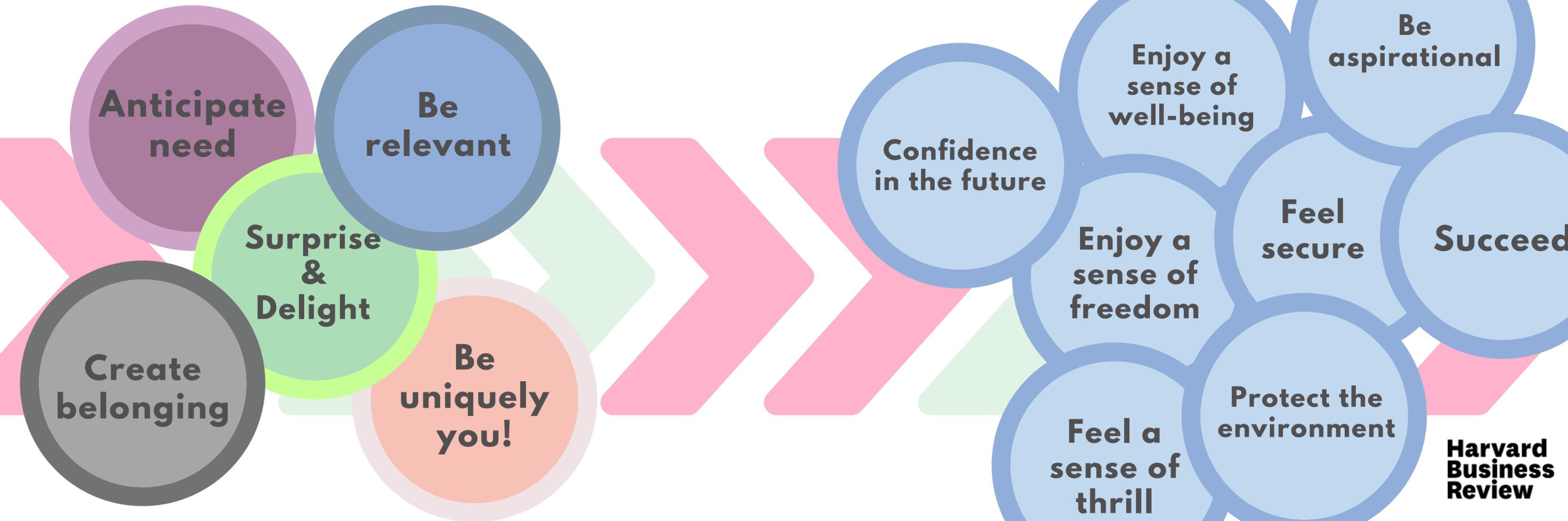
80% will advocate and promote to friends



How to design for sentiment

Start by designing in these basic, but essential elements

Aspire to include these high-impact, emotional motivators





THANK YOU

KATIE STABLER
CULTIVATE CUSTOMER EXPERIENCE BY DESIGN



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