



Secrets to Success in a Soft Economy

With a continuing bleak economic outlook and weakening consumer sentiment, businesses are looking for an edge anywhere they can get one. Businesses that are finding it difficult to compete on product, price, placement, or promotion in this environment can now turn to customer experience to gain an edge with ClearBrick's latest customer experience solution.

Lenexa, KS, April 25, 2008 --(PR.com)-- With a continuing bleak economic outlook and weakening consumer sentiment, businesses are looking for an edge anywhere they can get one. Businesses that are finding it difficult to compete on product, price, placement, or promotion in this environment can now turn to customer experience management for differentiation.

ClearBrick LLC introduced today 7 Steps to [Customer Experience Domination](#); a step-by-step guide to help any company develop and implement a compelling customer experience differentiation strategy. The newly released business solution outlines seven clear steps that can help any business develop a compelling customer experience strategy, identify opportunities, and translate ideas into actionable plans that can produce bottom-line results.

In today's economy, businesses are competing hard to gain any competitive advantage. "By establishing an emotional connection with the customer, businesses can improve loyalty, increase wallet share, improve advocacy, and grow revenue and profits," said Robert G. Howard, Founder and Chief Executive of ClearBrick LLC. With so much at stake, customer experience management is quickly becoming the new competitive battleground for businesses seeking an edge.

Without a compelling and differentiated customer experience, consumers tend to revert to commodity buying behaviors, i.e., the consumer will tend to wait for the next sale or promotion and buy from the lowest bidder with little or no loyalty to any single business. Conversely, customers are willing to pay a premium for goods and services that are emotionally important to them; a phenomenon that is covered in depth in the best selling book *Trading Up* by Michael Silverstein and Neil Fiske. To compete in a soft economy, businesses are turning to customer experience management to create that increasingly important emotional connection with their customers.

This exciting new business solution from ClearBrick helps guide companies large and small through the complexities associated with customer experience management. 7 Steps to Customer Experience Domination incorporates proven methods into clear and pragmatic recommendations to help businesses retain their best customers and attract new ones. That means improved loyalty, increased wallet share, and higher profits. The solution is highly adaptable and configurable to meet the unique needs of any business. "ClearBrick has the perfect solution for the do-it-yourself project manager trying to resolve a company's Customer Experience dilemma," said Jack Bowerman of Bowerman Consulting LLC.

Robert G. Howard is the Founder and Chief Executive of ClearBrick LLC. Mr. Howard is an experienced business advisor and management consultant with over 20 years of experience. ClearBrick provides world-class business solutions and advice to help businesses solve their own unique customer experience



issues. ClearBrick blends field-proven consulting experience with timely and relevant market research to create pragmatic solutions that are packaged for execution. ClearBrick can be found online at www.clearbrick.com.

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