

Internet marketing

[Business](#), [Marketing](#)



So are you buying into this unique experience? Are their experiences missing from this C-U-S-T-O-M-E-R acronym? And do you feel this gap in customer experience is due more to marketing reluctance or technology bumps? no sources required

It actually depends if this unique customer experience comes at a good price. If the unique customer experience comes with a competitive price, that is, price which is almost the same to its competitors, then I will definitely buy into that unique customer experience. If that customer experience comes at a hefty price, I may settle for those providers who would provide a reasonable customer experience at a reasonable price. Customer today has a varying need with some needing more human interaction for customer interaction while others may value price and variety of selection.

The gap in customer experience is more likely to be a result of technology bumps. You see, no matter how good and efficient technology is in facilitating transaction and even lowering cost, it cannot replace human interaction. Human interaction is the bedrock of most customer experience where the customer comes face to face with another human being who attends to his or her need as a customer. In a technology base business, it is often assumed that customer has already a working knowledge of what he or she needs or wants because there is little if any human interaction that will be extended to assist him or her in the purchase. This may be inimical to customers who need assistance to what they will buy. Customers who know what to buy and are familiar with the product, will be less affected by the absence of customer experience as long as the product that he or she need is available at a price that is competitive.