

# Download Designing Customer Experiences

We design the future for our clients and their brand and business, through digital storytelling, branded content, and visual communication. A surprising thing happened during a recent brainstorming session I led for a retail client. We were supposed to be coming up with ideas for improving the company's customer experiences, but the ...Creating a strong customer experience requires a customer-first focus, empathy for the customer, a holistic outlook and an agile approach to development. Innovative marketers can now leverage augmented reality to craft immersive brand experiences, create more interactive advertising, and enable consumers to experience products and spaces in novel ways. - Designing Customer Experiences