

## Customer Experience

Customers today want more than just a good product or outcome; they want personalized service. According to McKinsey and Company, leading companies use data to tailor experiences, 71% of consumers expect personalized interactions, and 76% are frustrated when they don't get them. Customers associate personalization with being made to feel special. They like it when businesses recognize them as individuals and know their interests. Whether it's a tailored product recommendation, a personalized thank-you message, or annual holiday cards, this level of attention to detail creates loyalty. It keeps customers coming back and turns them into lifelong advocates.

Companies that consistently deliver top-tier customer service also set themselves apart through empathy, convenience, and reliability. According to Forbes, brands that stand out for their amazing customer experience include The UPS Store, USAA, and Chick-fil-A.

- The UPS Store: earns customer loyalty by being dependable, friendly, and efficient, even during stressful moments like tax season or holiday shipping.
- USAA: builds trust with military members and their families by offering specialized support, clear communication, and a deep understanding of their unique needs.
- Chick-fil-A: is known for its polite, cheerful service and its ability to consistently deliver a positive experience, whether in the drive-thru or the establishment.

To stand out, companies should focus on creating experiences that feel effortless and thoughtful. This means:

- Listening to customer feedback and acting on it.
- Empowering employees to solve problems creatively.
- Making interactions easy and seamless, whether online or in person.
- Using technology to enhance the personal connection.
- Ensuring consistency across the board

To stand out, businesses can focus on the details, greeting customers by name, remembering preferences, following up after a purchase, and responding quickly when something goes wrong. They can also ask for feedback regularly and show customers that their voices matter by making improvements based on what they hear. By combining authenticity, flexibility, and genuine care, small companies can create memorable experiences for their customers

## Sources

[Forbes Best Customer Service Companies 2025 List.](#)

[The value of getting personalization right—or wrong—is multiplying | McKinsey](#)