

ARTICLE REPRINT

FROM THE

MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!



The Open Box

BY KELLY ERICKSON

How long can you resist the best chocolate in the city?

Sitting on the cool, granite countertop, there lay a beautiful box of gourmet chocolates, brought in by a grateful supplier, to thank the staff for a year of superb word-of-mouth referrals. The red leather top was embossed with the name of the finest chocolatier in town. Inside lay dozens of mouthwatering delicacies, in flavors that could tempt the most ascetic of dieters into just one, lusciously robed, fall from grace.

The box sat with empty spaces for the three candies which had been eaten on the first day, for almost a month. Then someone asked if they could take it home for a family gathering, and it was gone.

The next week a 1-lb. gift box of drugstore chocolates was dropped off by a friend, who set the open box on the granite counter with a resounding thwapp of plastic and cheap cardboard box. "If I keep these at home, I'll really need a New Year's resolution or two. Have fun."

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They were gone in a day.

Yes. The cheap ones.

Lesson in Experience Design?

The open box.

How can you open up what you do, so the sight, the smell, the temptation of it is too much for a passerby to resist?

Grow and be well,

Kelly Erickson

About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).