KASENCE FLOW INSIGHTS | EPISODE 07

Why do two customers get two different experiences?

Human Service. Smarter Systems.

Use this worksheet to identify where variation enters the customer experience - and what should stay consistent.

CORE FLOW

DEFINE → CAPTURE → GUIDE → ESCALATE → REVIEW

THE FIVE FLOW CHECK QUESTIONS

PROMPT	YOUR NOTES
1 **If two employees receive the same type of customer request, would they follow roughly the same process?**	
2 **Which parts of your customer experience are clearly defined, and which depend primarily on individual habits or experience?**	
3 **When a customer moves from one employee to another, does the important information move with them?**	
4 **Do employees know what to do when a request does not fit the normal process, or does each person decide independently?**	
5 **Can your business identify where customers are receiving different experiences and determine why the variation is happening?**	

REMEMBER

Consistency should protect the important moments without making service robotic.

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MAP ONE REQUEST

Compare one real customer request. Choose one common request and compare how two different employees might handle it today.

CUSTOMER REQUEST OR SCENARIO
What did the customer need?

COMPARISON POINT	EMPLOYEE A	EMPLOYEE B
ACKNOWLEDGEMENT		
INFORMATION CAPTURED		
EXPECTATION SET		
NEXT STEP / OWNER		
HANDOFF / FOLLOW-UP		

WHERE DOES THE EXPERIENCE VARY?

MINIMUM STANDARD TO DEFINE

FIRST IMPROVEMENT TO MAKE