

# Foreword

Our life is a concatenation of our experiences. Some good, some bad. Some memorable for all the right reasons, and some for the wrong. Some that we thought were great ten years ago, may only be perceived as mediocre today. Our individual expectations continue to evolve incrementally but, for new generations, the basis for great experience can be vastly different from previous generations. Revolutionary.

And so it is for business. Customer experience is as old as trade itself. Albeit it is only since the 1980s that businesses have explored it as a discipline. Many today state that they are customer centric or focused on customer experience. In reality many struggle to design or deliver an experience that differentiates and therefore fail to capitalise on the sustainable value that great experience creates.

If you run a business that cares about experience, whether that of its customers or employees, you will find the insight in this book useful. Carl challenges your thinking, captured in easy to follow concepts and defines a new approach to experience mastery. The current pace of change necessitates a new way of thinking and this book pulls together a number of strands into one comprehensive idea, Perpetual Experience™. You can digest the content in a few hours, and enjoy delivering a revolution in experience for years to come.

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