

The Experience Gap™

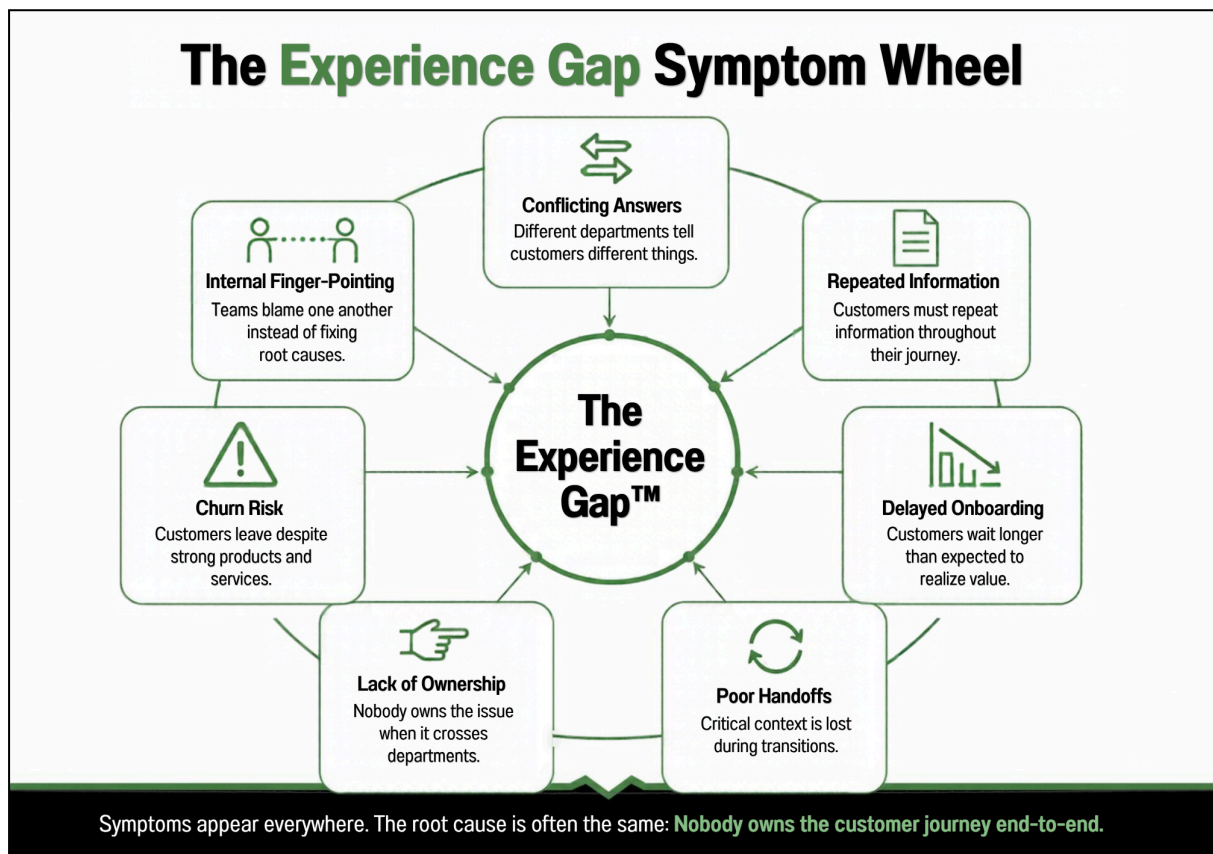
Organizations are managed by departments. Customers experience transitions.

by Taylored Journeys

The Experience Gap™

Why Customer Experience Breaks Down Between Departments

Most organizations are designed around departments. Marketing owns marketing. Sales owns sales. Customer Success owns renewals. Support owns support. Yet customers don't experience departments. They experience a journey. The **Experience Gap™** is the friction customers experience when moving between teams that do not share ownership of the overall customer journey.



Why It Matters

The Experience Gap is not simply a customer experience issue.

It is a business performance issue.

When ownership of the customer journey is divided across departments, customers often encounter friction during transitions. Information is lost, expectations become misaligned, and accountability becomes unclear. As organizations grow, the Experience Gap tends to grow with them. More departments, more handoffs, and more complexity create additional opportunities for customer friction.

These seemingly small challenges compound over time and create measurable business consequences, including lower customer retention, reduced expansion opportunities, increased support costs, delayed time-to-value, lower customer trust, and greater internal friction between teams.

Most organizations work hard to optimize individual departments.

Few actively manage the customer journey that connects them.

Organizations are managed by departments.

Customers experience transitions.

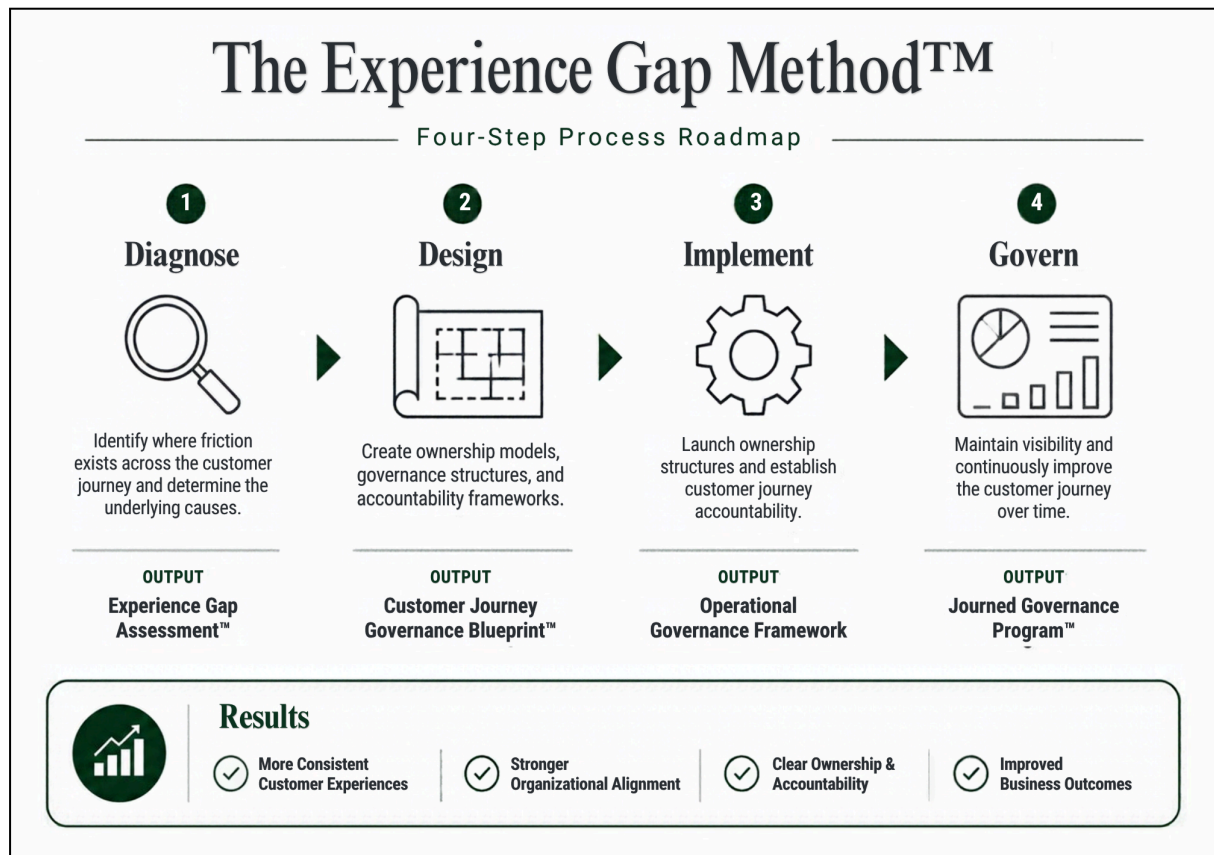
That is where the Experience Gap begins.



How Taylored Journeys Helps

Taylored Journeys helps organizations establish ownership and governance across the customer journey.

Using the Experience Gap Method™, we help organizations, Identify where friction exists, Create ownership and governance structures, Establish customer journey accountability and sustain improvements over time. The result is a more consistent customer experience, stronger organizational alignment, and improved business outcomes.



Ask Yourself

Who owns the customer journey when an issue crosses departmental boundaries?

If the answer isn't clear, your organization may be experiencing the Experience Gap. Identify where customer journey friction may be impacting retention, operational efficiency, and customer trust.

Take the Experience Gap Assessment™

Taylored Journeys

Customers don't care about your org chart. They care about their experience.