

CORANTE

Total Experience

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LRA Worldwide, a customer experience firm “that gets it”

Posted by **Bob Jacobson**



LRA

Rob Rush is the CEO of LRA Worldwide, Inc., located in a suburb of Philadelphia, PA. Until Rob contacted me -- with nice

words to say about **Total Experience** -- I didn't know about LRA or

that it was in the “customer experience management” business, with an impressive array of clients and a long list of projects completed in their behalf. I'm glad that Rob got in touch. LRA is every experience designer's dream: a thriving company that validates the vision shared by many in the experience design community, but heretofore largely unrealized.

What's LRA about? Here's how it describes its primary activity, Customer Experience Management, or CEM:

Customer Experience Management is a relatively new term with a number with a number of different interpretations in the marketplace. Our view of Customer Experience Management, however, is quite simple. Every time a company and a customer interact, the customer learns something about the company that will either strengthen or weaken the future relationship and that customer's desire to return, spend more and recommend. LRA's customer experience management consultants identify each of these “moments of truth,” ensuring that the company and its people, products, processes and culture are aligned across all of these “touch points” to best serve the customer... based on what is most important to that customer.

I like that. Simple, concise, and easy to understand. But then, that's what these guys are all about: understanding.

Karl Long, on his ever insightful **Experience Curve** blog, seconds my impression that **LRA is an experience design firm of a type we haven't seen before.** In an exchange with me on Paula Thornton's **Experience Design newsgroup**, in which I

compared LRA with better-known “experience design” companies like **IDEO** and **BRC Imagination Arts**, Karl had this to say:

What [LRA does] is engage at the right level in companies to help change happen across departments and organizations. IMHO, the IDEO's and BlastRadius-type companies can create staged experiences, but they don't have the influence at the right level across all departments.

LRA is truly in the “customer experience management” space.

To which he added,

Don't you think if they wanted to move into “experience creation,” they would need some distinct skills that they probably don't have now, a kind of imagineering division?

Well, yes, Karl, I do.