



Euphoria – A Customer Experience



There are many different ways to describe the experience of acquiring and using an IT product or service. Many customers feel excited when they receive something new. That euphoria is heightened when the new item is an animate object (Figure 2.8). Cars, jet skis, televisions, and appliances can be quite riveting and captivating. That euphoria will be sustained with a well-packaged product that has the proper level of pre- and post-sales support and training.

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