



WHAT'S YOUR EXPERIENCE IMPRINT? THE MARK YOU LEAVE DRIVES YOUR GROWTH.

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In life, we create who we are. Not in one grand gesture, but in the choices we make daily: the values we live, the way we treat people, the promises we keep.

Those choices form our story. They shape how we are seen, remembered, and talked about long after the moment has passed.

In business, the same is true. Every conversation with an employee. Every touchpoint with a customer. Every decision about policy, pricing, or priorities. It's all writing your story — and driving your growth, for better or worse.

Why We Chose the Name ImprintCX

When we started this company, we knew our work wasn't just about processes, systems, or KPIs. It was about helping leaders intentionally shape the culture, behaviors, and experiences that define their story — and directly fuel loyalty, growth, and revenue.

Just as people can choose who they want to be, businesses can decide:

- How they want to be experienced
- What values they want to be known for
- How they want to be remembered

We called it [ImprintCX](#) because that's what we help our clients do: imprint the mindsets and behaviors that drive change inside their walls — and imprint experiences that build loyalty and revenue beyond them.

Two Dimensions of the Imprint

For Customers: Experience as a Signature Every touchpoint tells a story. Whether you're resolving a problem, welcoming a first-time buyer, or deepening a long-standing relationship, you're shaping how people feel about you.

Customers remember how you make them feel — confident, cared for, and valued... or indifferent, frustrated, and overlooked. Purposeful design means anticipating needs and exceeding expectations in ways that feel natural, not forced.

For Employees: Culture Is Your Legacy Employees don't just "do the work" — they translate your brand promise into reality. They are the keepers of your imprint.

A strong internal imprint is built on belonging, respect, and growth. It's in the way leaders communicate, the space you give for creativity, and the recognition you offer for a job well done. This kind of culture attracts and retains people who want to stay, contribute, and grow.

Three Powerful Questions to Design Your Imprint

Ask yourself — and your leadership team:

1. **What story do we want our brand to tell in every interaction?**
2. **What do we want customers to say about their experience with us?**
3. **How do we want employees to describe their work to their family and friends?**

Your answers are the blueprint for your imprint. And if those answers aren't known, aligned, or your current reality — that's where the work begins.

Let's Make It Intentional

The imprint you leave isn't accidental; it's designed day by day, interaction by interaction.

You will leave an imprint. The only question is whether it's the one you meant to leave.

At [ImprintCX](#), we help organizations craft experiences that endure — forging connections that outlast the transaction and inspiring legacies that matter.

[Let's start designing your imprint!](#)

About the Author

Ed Murphy

Co-founder and President of Imprint CX, a modern marketing and customer experience services company.

Ed has achieved a very successful career by building relationships and providing innovative solutions to meet clients' needs. With over thirty years as a global researcher, management consultant, and business leader, Ed brings his experience, expertise, and passion to every consulting assignment.

To learn more about ImprintCX contact Ed at Ed@ImprintCX.com



ImprintCX is a modern marketing and customer experience services company that seamlessly combines insights, consulting and activation into one integrated offering. The company is powered by sophisticated analytics, deep human understanding and design thinking to help organizations develop and deploy retention and lifetime value strategies for their high impact customers. Collectively, the ImprintCX team has developed and lead hundreds of customer experience transformations for Fortune 500 companies such as Mercedes Benz, Honeywell, Pizza Hut and Walmart.com.