# What is Customer Immersion?

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Customer Immersion, as explained by DJS Research Ltd.

Customer immersion is a process whereby staff - often in the higher reaches of a company - experience their business from a customer point of view; the actual form the immersion takes varies depending on the company. Some companies choose to force managers to spend a certain amount of time per week circulating around their store talking to and assisting customers, whilst others give managers open offices on the shop floor itself. Some managers insist of holding meetings with staff whilst walking around the store, and at Credit Suisse, executives have in the past been asked to spend a day in a wheelchair so as to better understand the experience of disabled customers. These approaches attempt to remove the stigma - often attached to executives - that they are â€˜out of touch with consumersâ€™.

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