

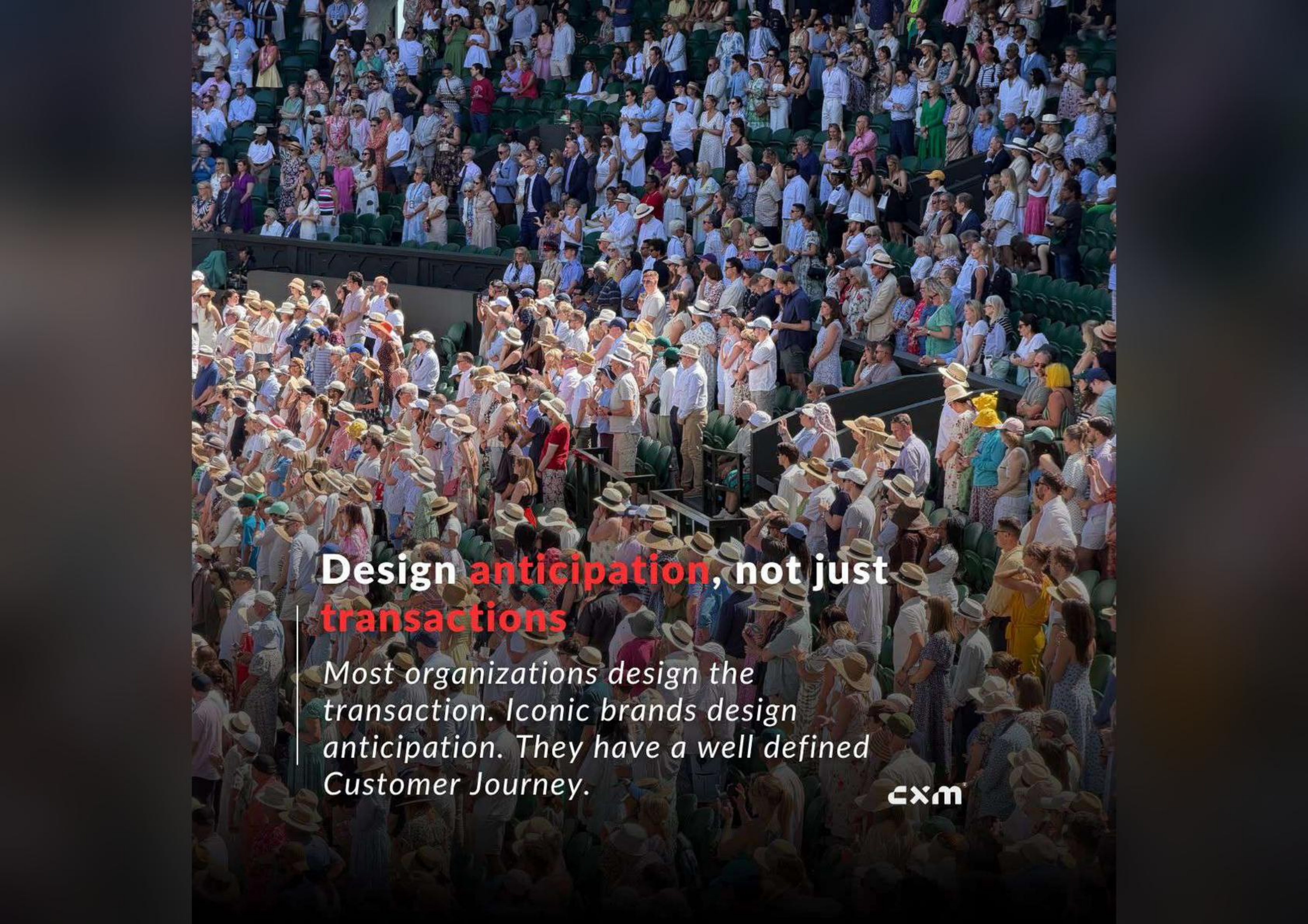


THE CHAMPIONSHIPS  
WIMBLEDON  
2026

# 11 things **Wimbledon** understands about **Customer** **Experience** that most organizations still don't.

*The traditions. Hospitality. Operations.  
Psychology. Queues. Invisible details etc.*





## Design **anticipation**, not just transactions

Most organizations design the transaction. Iconic brands design anticipation. They have a well defined Customer Journey.

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A large crowd of people is seen from behind, queuing along a tree-lined path. Many are wearing white clothing and hats, typical of Wimbledon attire. The queue stretches far into the distance under a clear sky.

Thousands **willingly queue**  
for hours.

*Because Wimbledon turned waiting into  
belonging. The queue isn't outside the  
experience. It's Chapter One.*

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**Signature Experiences** live in  
invisible details.

*Nobody travels to Wimbledon...because  
strawberries are picked before sunrise.  
Yet remove details like these...and  
Wimbledon no longer feels like  
Wimbledon.*

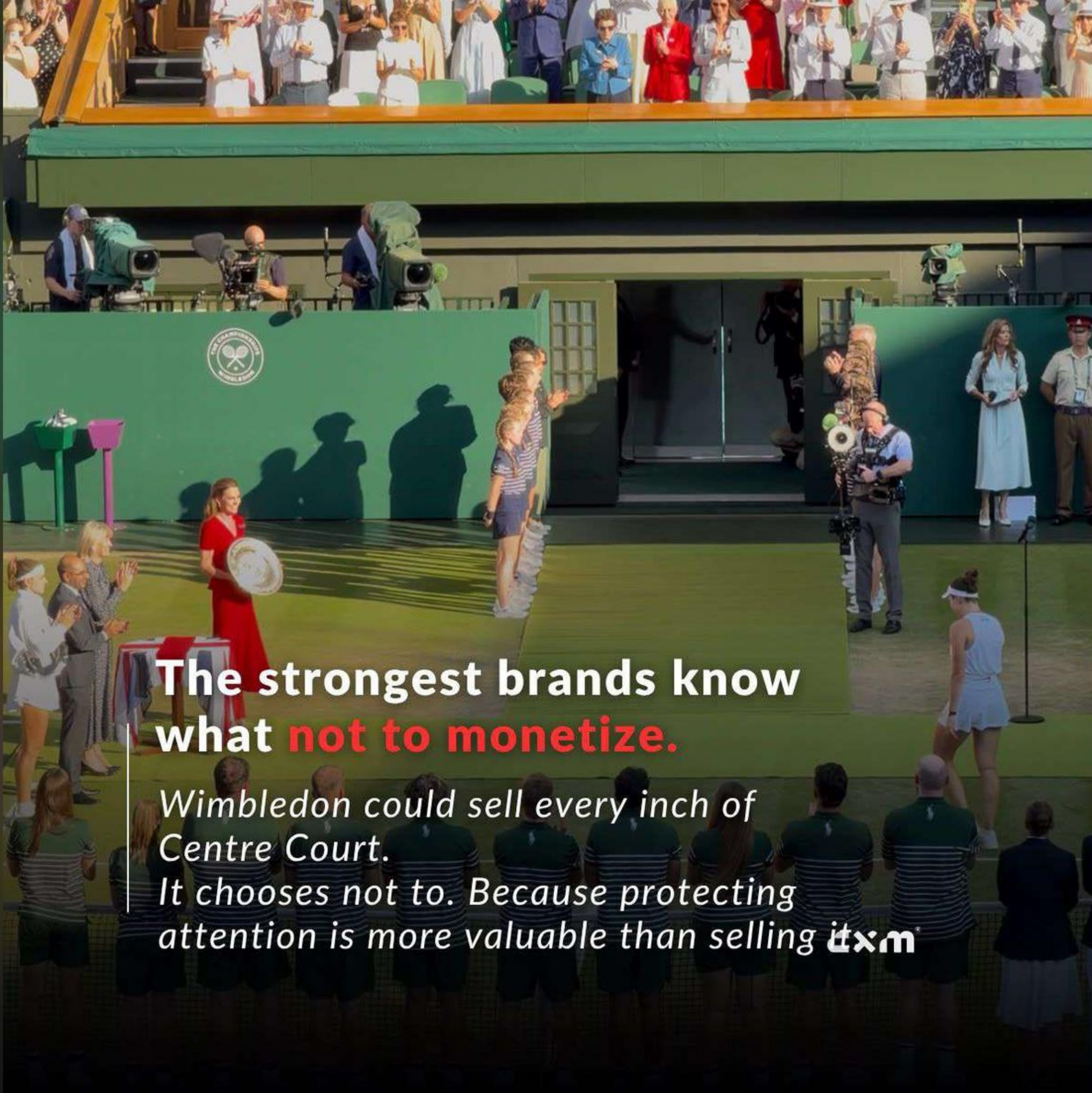
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**Hospitality isn't an add-on.**  
**It's the proof your brand promise is real.**

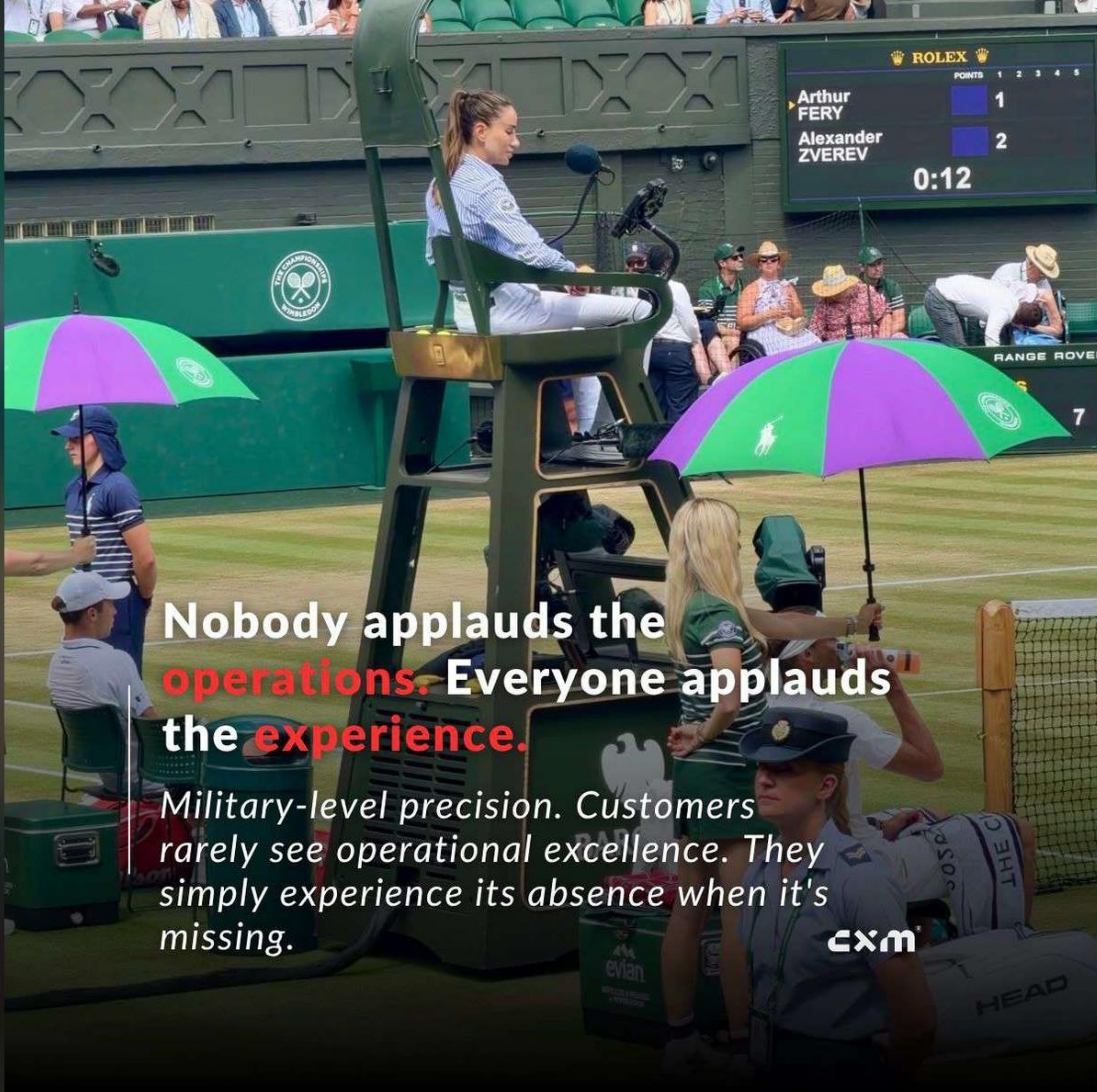
*The best hospitality doesn't make you feel important. It makes you feel expected and create the conditions for meaningful human connection.*

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The strongest brands know  
what **not to monetize.**

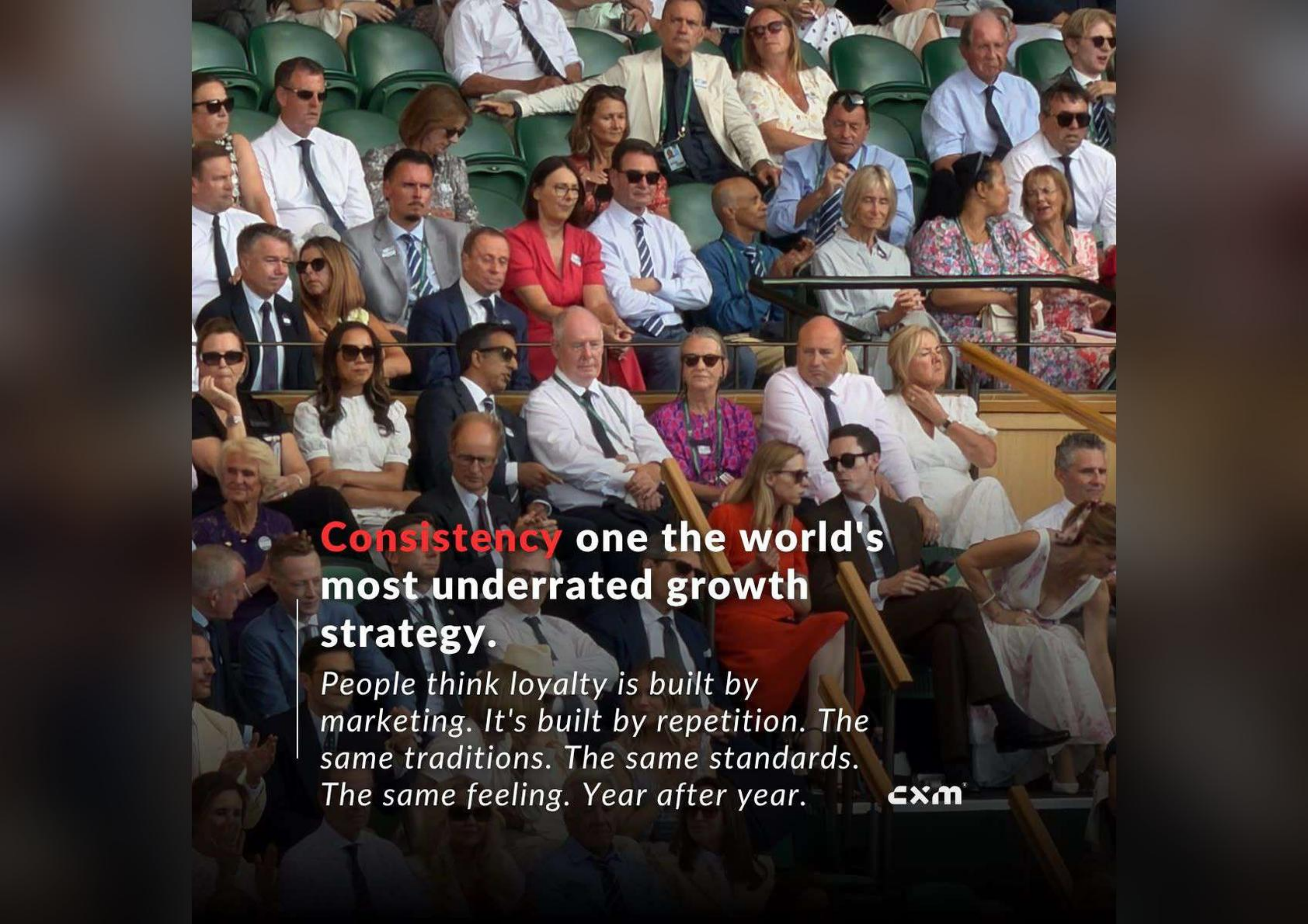
*Wimbledon could sell every inch of  
Centre Court.  
It chooses not to. Because protecting  
attention is more valuable than selling **ixm***



Nobody applauds the  
**operations.** Everyone applauds  
the **experience.**

Military-level precision. Customers  
rarely see operational excellence. They  
simply experience its absence when it's  
missing.

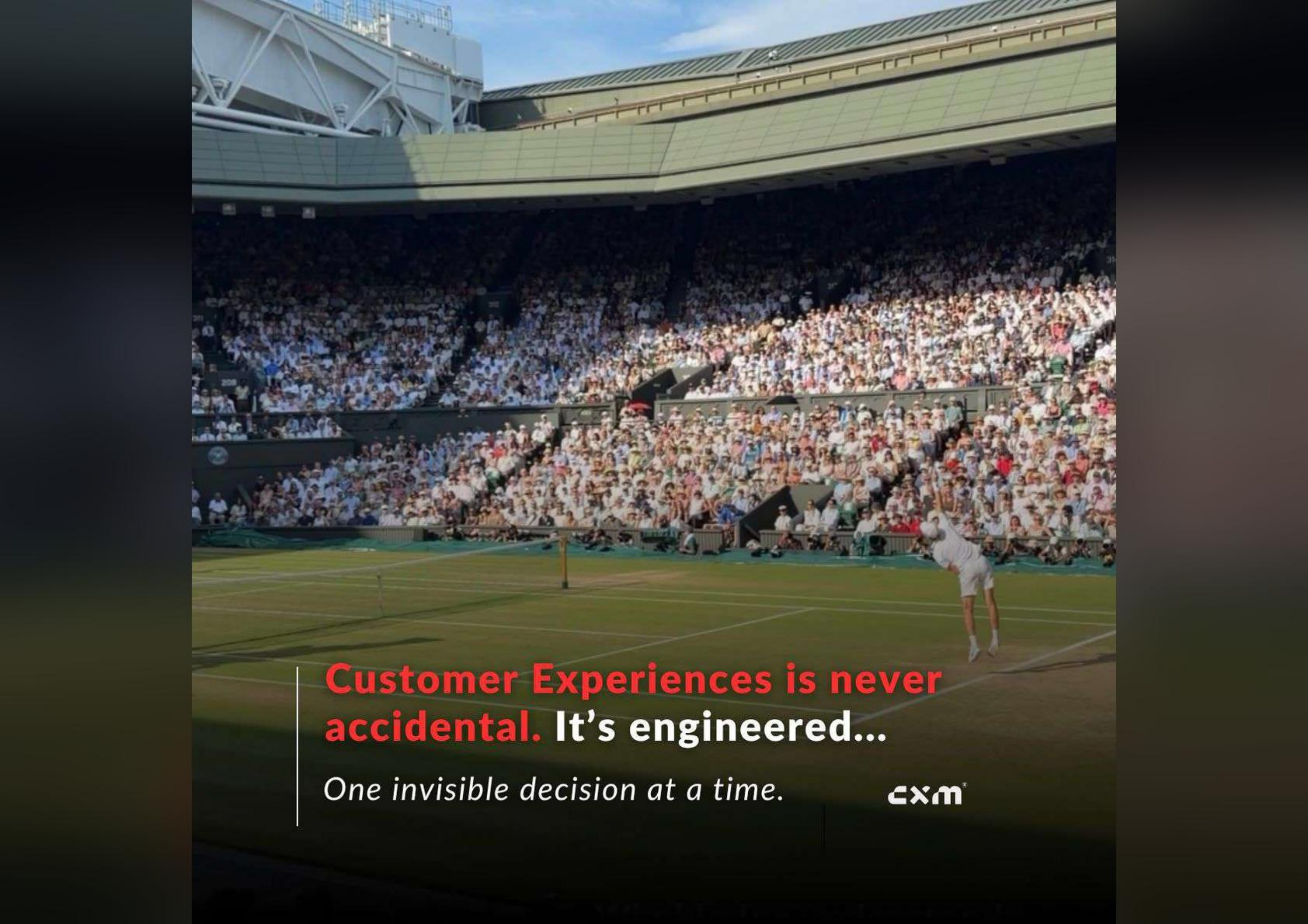
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**Consistency** one the world's  
most underrated growth  
strategy.

*People think loyalty is built by  
marketing. It's built by repetition. The  
same traditions. The same standards.  
The same feeling. Year after year.*

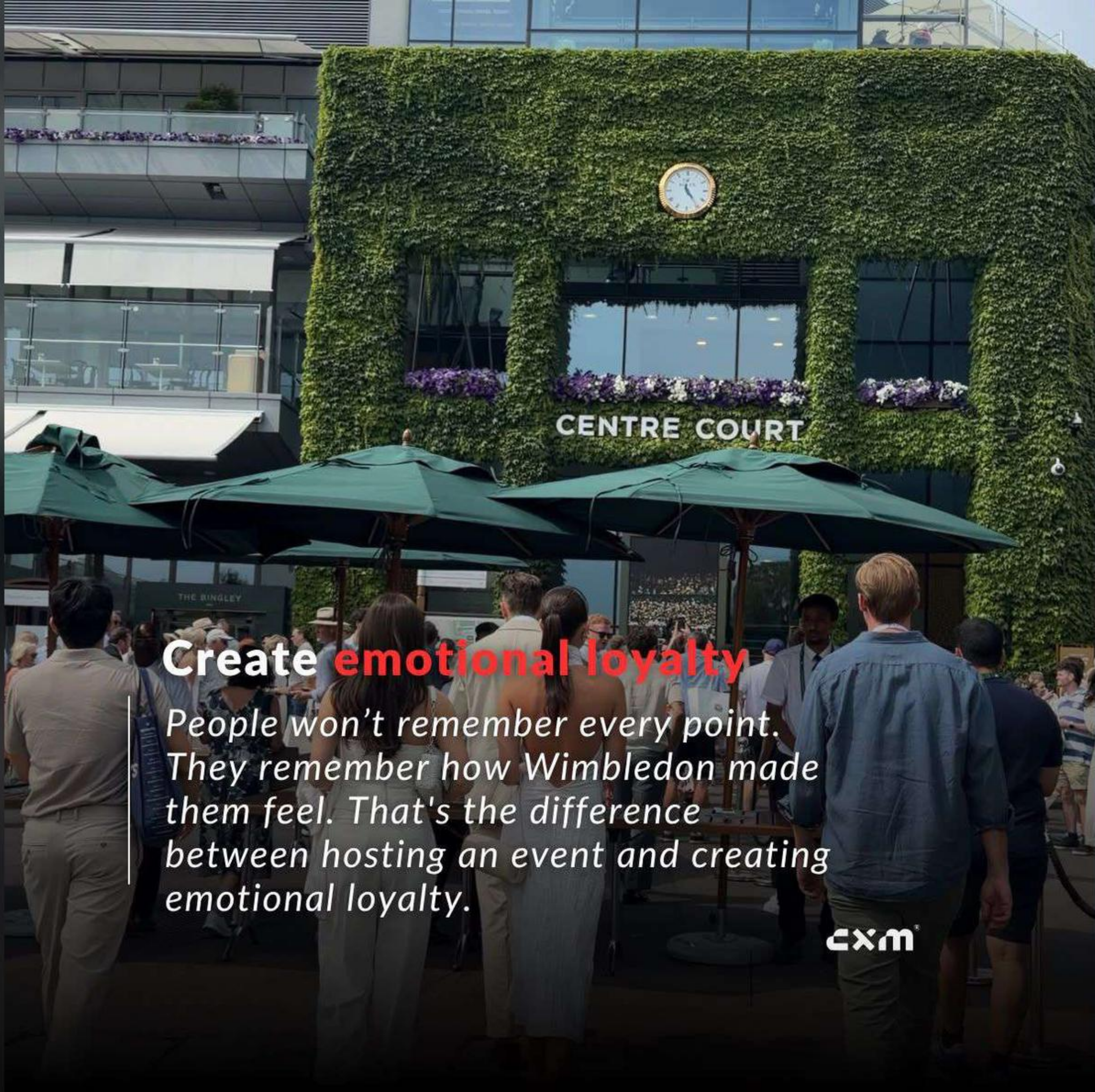
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A photograph of a tennis match in progress on a grass court. A player in white is captured mid-serve, with their arm extended upwards. The court is surrounded by a massive, tiered stadium filled with spectators. The architecture of the stadium is modern, with a large, curved roof structure visible in the upper portion of the frame. The scene is brightly lit, suggesting a sunny day.

**Customer Experiences is never  
accidental. It's engineered...**

*One invisible decision at a time.*

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## Create **emotional loyalty**

People won't remember every point.  
They remember how Wimbledon made  
them feel. That's the difference  
between hosting an event and creating  
emotional loyalty.

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