LESSONS LEARNED IN THESE UNPRECEDENTED TIMES

- Mindfulness about my Well-being (emotional/mental/physical/spiritual)
- Value of Human Connection
- Focusing on variables I ‘can’ control
- Personal accountability
- Gratitude
CUSTOMER
EMOTIONS
DRIVE

THE
CUSTOMER
EXPERIENCE
Today’s Emotional Climate

Driving Customer Reassurance

Humanizing the Customer Experience
Today’s Emotional Climate
HANG ON
OPTIMISM

...A MAJOR

COMPETITIVE

ADVANTAGE
Travitude

(n) a grumpy mood from lack of traveling

Ladies & Gentlemen

Together

CHANGING TRAVITUDES!
THE WAY CUSTOMERS THINK AND FEEL EXPLAINS WHY THEY TAKE ACTION

Which has more impact?

Think

Feel 1.5x
88% OF TRAVELERS ARE CONCERNED ABOUT THE ECONOMY
A CLIMATE OF FEAR AND UNCERTAINTY IS THE ENEMY OF...

ANY POTENTIAL TO A NEW NORMAL
Only when normal things are not normal anymore do we realize how special normal things are.
NEW
THENORMAL
EXPECT THE UNEXPECTED...
SHIFTING YOUR COMMITMENT TO THE CUSTOMER EXPERIENCE WILL IMPACT CUSTOMER’S FEELINGS IN ANY ECONOMIC CLIMATE
HUMAN CONNECTIONS & RELATIONSHIPS FAR OUTWEIGHT
THE POWER OF HUMAN CONNECTION HAS NEVER BEEN MORE IMPORTANT

WHAT IS MAKING GUESTS NERVOUS ABOUT TRAVEL AND VISITING ATTRACTIONS IN THE NEAR FUTURE?

- 67% Too crowded to maintain social distancing
- 57% Other guests not social distancing
- 49% Attractions not taking action for my safety
- 48% Catching COVID-19 from surfaces
- 27% Dining areas closed
- 25% Employee contact

SOURCE: H2R & PGAV DESTINATIONS
THE PAYOFF COULD BE SUBSTANTIAL FOR DMO’S, ATTRACTIONS, PROPERTIES, & DINING ESTABLISHMENTS WHO GET IT RIGHT FOR THEIR VISITORS.
Driving Customer Reassurance
TRUST
THE MAJOR COMPONENT OF REASSURANCE

DELIVERING ON PROMISES
STRENGTHENED WITH CONSISTENCY
EXCEED BY BEING PROACTIVE
DEVELOPED WITH TRANSPARENCY
EFFECTIVE COMMUNICATION SUPPORTS REASSURANCE

- Precise
- Avoid ‘mixed messages’
- Be relevant
- Be redundant
- Understanding and empathetic
- Personalize
CUSTOMERS SPEAK WITH LOGIC...BUT

react with emotion.

Confidence must be projected!
Four Keys to Disney’s Service Culture Strategy

1. Safety
2. Courtesy
3. Show
4. Efficiency
Safety must be the priority in every decision and must never be sacrificed for another key.
SAFETY 1ST
BUSINESS 2ND
SAFETY TIPS

- Employees...including hygiene
- Interior and Exterior
- Enhance Sanitation Efforts
- Surface and Food Safety
- Be Intentional
‘Cast Members’ play a major role in the magical experience.

Courtesy must be at the heart of all interactions: Coworkers – Guests – Partners
Kindness and courtesy are at the root of a positive customer service experience.

~Shep Hyken
Breathe life into the stories you share. **EVERYONE** contributes **DIRECTLY** or **INDIRECTLY** to the Guest Experience on and off stage.
ADOPT AN

PHILOSOPHY

TAKE A LOOK AT YOUR BUSINESS THROUGH YOUR CUSTOMER’S EYES.
WHAT DO YOU SEE?

FOCUS ON THE DETAILS
APPLYING

How does the ‘Everything Speaks’ Philosophy apply to your job or organization?

Take a walk through the interior and exterior of your organization. What messages are being ‘spoken’ in your work setting?

What needs to happen in order to ensure the details support your brand?
By managing efficiency, things run smoothly, and unnecessary inconveniences are avoided for Guests, Colleagues, and Partners.
Humanizing the Customer Experience
Have We Dehumanized the Customer Experience?
CX ISN’T THE # OF SALES, WEBSITE CLICKS OR SOCIAL MEDIA MENTIONS.

YOU MUST KNOW WHAT PROMPTS CUSTOMERS TO BEHAVE THE WAY THEY DO
UNDERSTAND WHO YOU ARE AND HOW YOU ARE DIFFERENT BEFORE…

YOU START TALKING ABOUT THE CUSTOMER EXPERIENCE
Making an emotional connection with a customer is now more important than delivering satisfaction.

HARVARD BUSINESS REVIEW

EMOTIONS IS 50% OF THE EXPERIENCE
**SERVICE**

- Professionally responding to a guest request
- Taking action
- Task-Driven
- Order-taking

**HOSPITALITY**

- Professionally making a guest feel welcomed
- Sense of urgency
- Building an emotional connection
- Being a Service Provider
CUSTOMER COMFORT & CONFIDENCE

- How can you make an experience that will create more comfort for the customer?

- How can you create communications around the experience that make the customer more confident?
COMFORT & CONFIDENCE EXAMPLES
SAFETY FIRST
Maintain Standards
Greeting – Smile – Courtesy

Clean All Touchpoints
Curbside Service
Signage/Stickers (entrance/exit); Handwashing Signs
Plexiglass
Gloves
Personalized Visitor Bags
Complementary Masks
Hand Dispensers
Like so many companies, we are doing everything in our power to help our community navigate these uncertain times. We ask that you are patient with us and each other and treat everyone with kindness. While this situation is unprecedented, we are optimistic that all of us will ultimately emerge strong and more resilient. Thank you.
IDENTIFY CUSTOMER EXPERIENCE BARRIERS

How user-friendly is your website?
THE “ME” IN SOCIAL MEDIA IS YOUR CUSTOMER

Your job is to give them something to talk about – Tweet about – Yelp about and post to Facebook
RE: HUMANIZE

Emotion creates engagement.
Engagement drives the purchase.
Customer Experience
...the New Marketing
STAY FOCUSED ON HUMANIZING EVERY EXPERIENCE!
One should always find purpose in leaving the world, industry, state or neighborhood park a better place.

Now, more than ever before, **SMALL ACTS OF KINDNESS** are needed to reinvigorate and reignite all that is good.

Chenelle McGee, President/CEO of Shelby KY Tourism/
Former MARINE
Be kind unless you can be fantastic. Then be fantastically kind.

is the language which the deaf can hear and the blind can see

Mark Twain
REINFORCING THE KEY TOPICS

1. Review Your Emotional Climate!

2. How will you Drive Customer Reassurance?

3. How will you Humanize the Customer Experience?
THANK YOU, LTA…
FOR ALLOWING ME TO SERVE AS YOUR
PARTNER IN PROGRESS

MY SOUL HAS BEEN FED…
THANKS TO MY EXPERIENCE
WITH YOU!

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