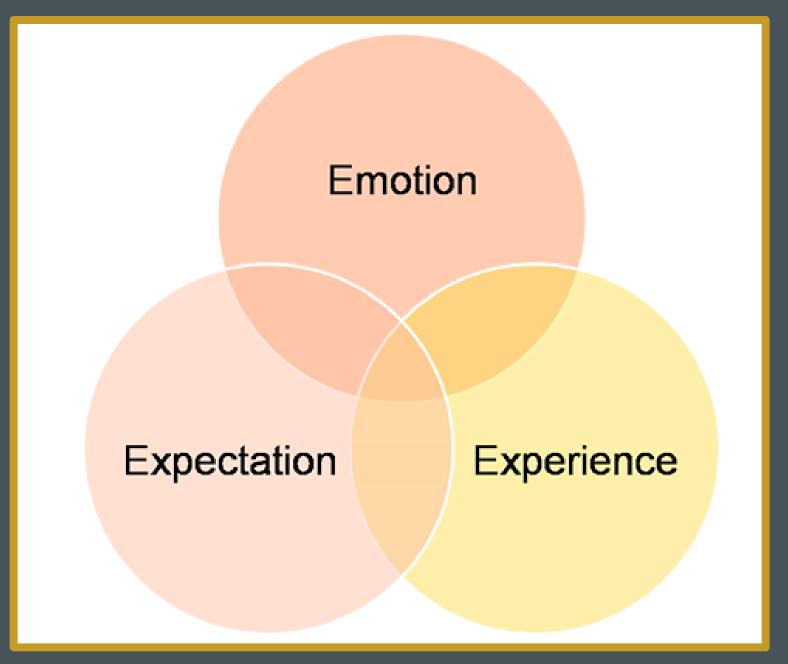
#### LESSONS LEARNED IN THESE UNPRECEDENTED TIMES



- 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



#### **KEY TOPICS**







### Today's Emotional Climate

## **Driving Customer Reassurance**

Humanizing the Customer Experience

# TOPIC

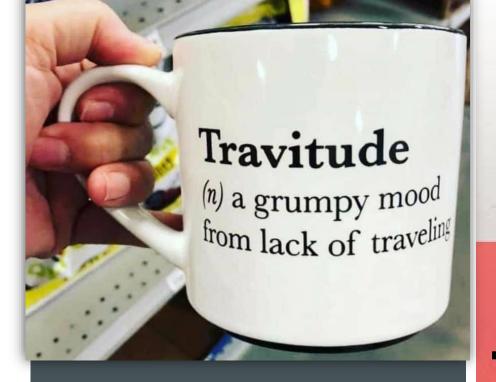
Today's Emotional Climate



### HANG ON









# Ladies & Gentlemen

Together

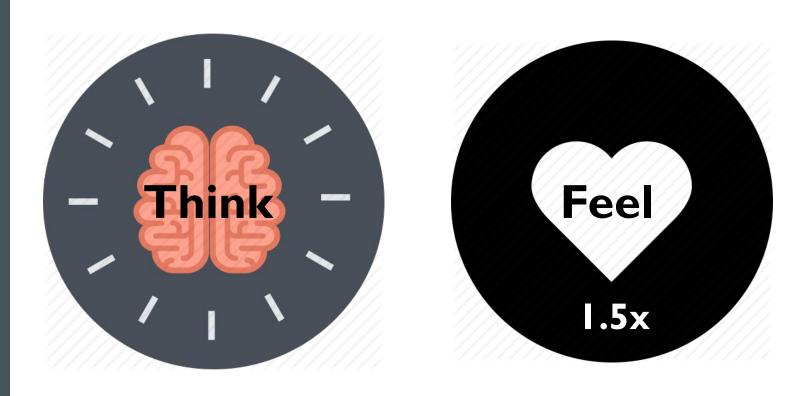
## ARE

**CHANGING TRAVITUDES!** 

THE WAY
CUSTOMERS
THINK AND
FEEL EXPLAINS

WHY

THEYTAKE



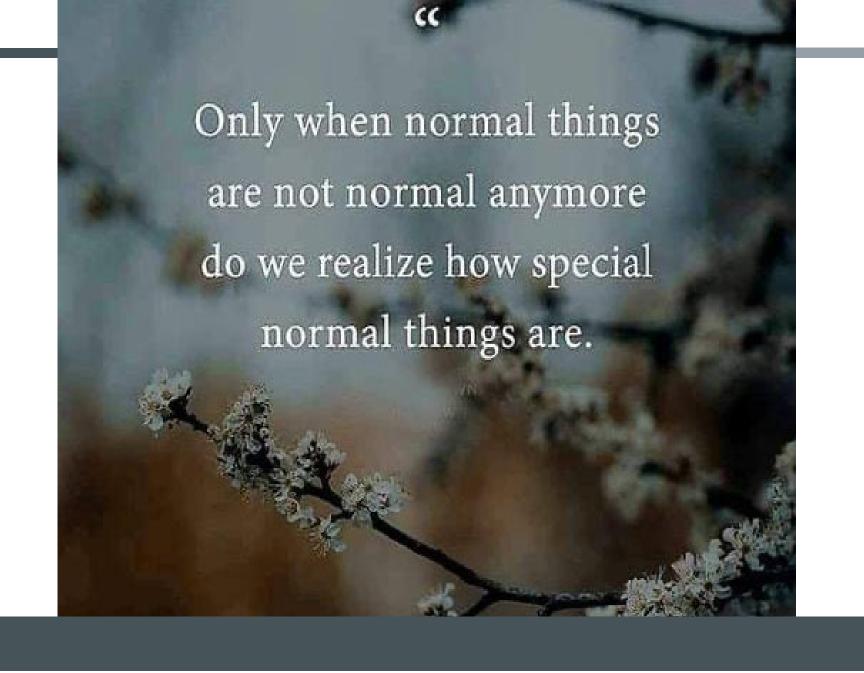
Which has more impact?





A CLIMATE
OF FEAR AND
UNCERTAINTY
IS THE ENEMY
OF...

ANY POTENTIAL TO A NEW NORMAL





SHIFTING YOUR
COMMITMENT
TO THE
CUSTOMER
EXPERIENCE

WILL IMPACT
CUSTOMER'S
FEELINGS IN
ANY ECONOMIC
CLIMATE





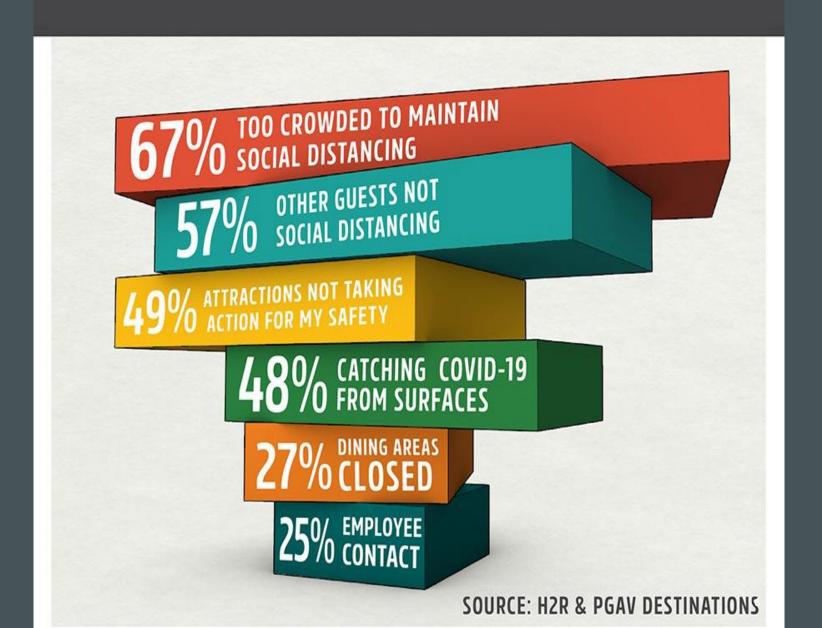
## HUMAN CONNECTIONS & RELATIONSHIPS FAR OUTWEIGH

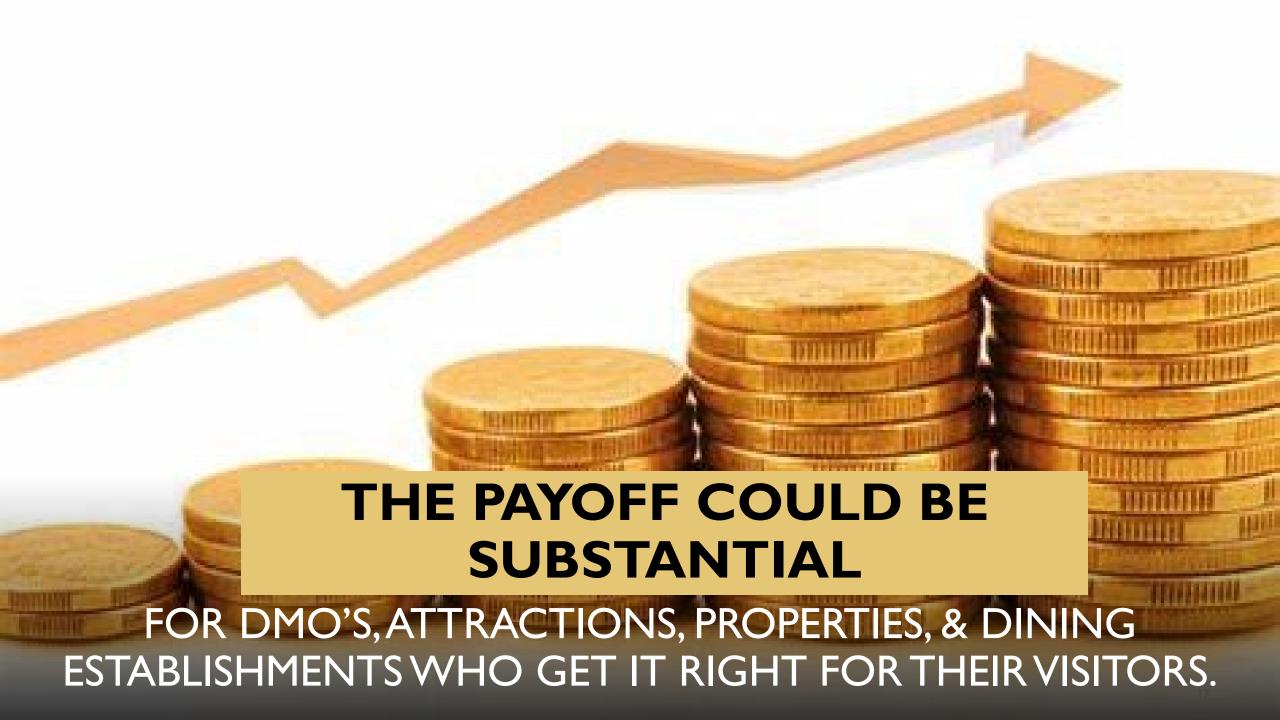
#### WHAT IS MAKING GUESTS NERVOUS

**ABOUT TRAVEL AND VISITING ATTRACTIONS IN THE NEAR FUTURE?** 

THE POWER OF HUMAN CONNECTION

HAS NEVER BEEN MORE IMPORTANT





# TOPIC

Driving
Customer
Reassurance

### **TRUST**

### THE MAJOR COMPONENT OF REASSURANCE







STRENGTHENED WITH CONSISTENCY



EXCEED BY BEING PROACTIVE



DEVELOPED WITH TRANSPARENCY

# EFFECTIVE COMMUNICATION SUPPORTS REASSURANCE

Precise

Avoid 'mixed messages'

Be relevant

Be redundant

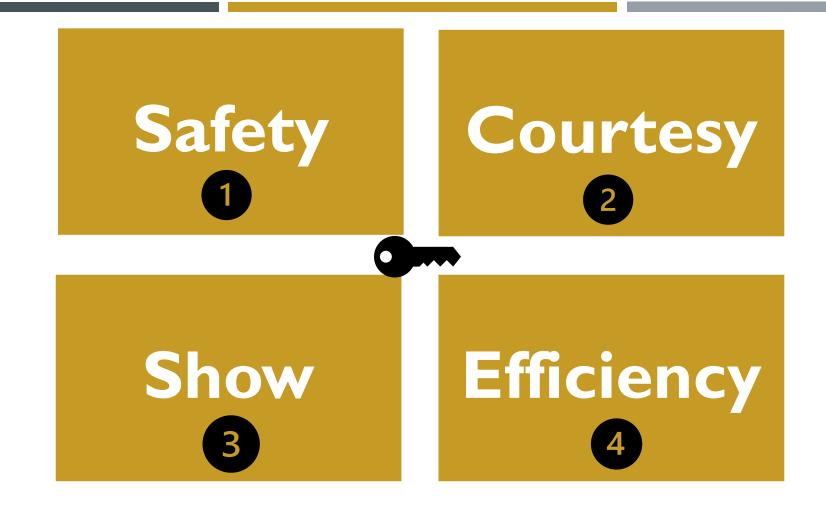
Understanding and empathetic

Personalize

react with emotion.

# Confidence must be projected!

#### **CUSTOMERS SPEAK WITH LOGIC...BUT**



Four Keys to Disney's Service Culture
Strategy



### SAFETY



Safety must be the priority in every decision and must never be sacrificed for another key.



### SAFETY TIPS

Employees...including hygiene

**Interior and Exterior** 

**Enhance Sanitation Efforts** 

**Surface and Food Safety** 

**BE INTENTIONAL** 



### COURTESY



'Cast Members'
play a major role in
the magical
experience.

Courtesy must be at the of all interactions:

**Coworkers – Guests** 

Partners





### SHOW



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

### ADOPTAN



**PHILOSOPHY** 





#### **APPLYING**

## everything speaks

- 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?





### **EFFICIENCY**



By managing efficiency, things run smoothly, and unnecessary inconveniences are avoided for Guests Colleagues

# TOPIC

# Humanizing the Customer Experience

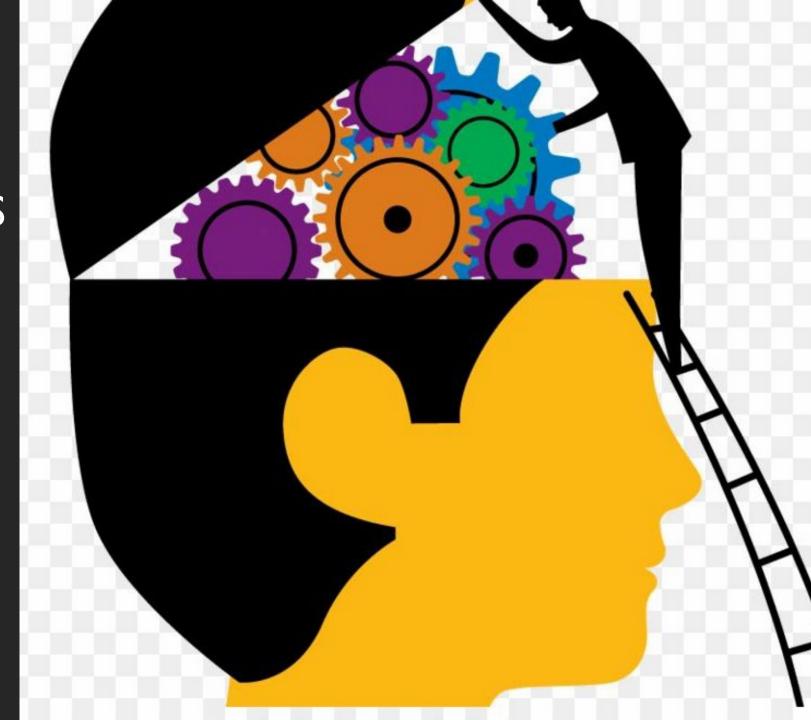
## Have We Dehumanized the Customer Experience?





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

## HOSPITALITY & SERVICE

#### **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

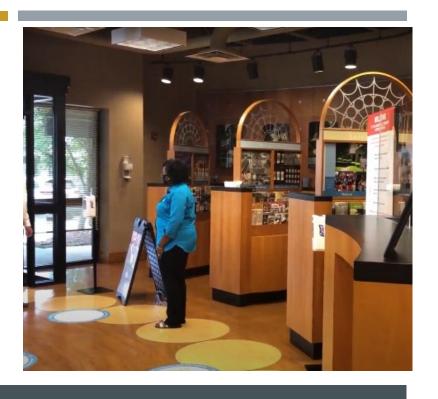
How can you make an experience that will create more comfort for the customer?



■ How can you create communications around the experience that make the customer more confident?







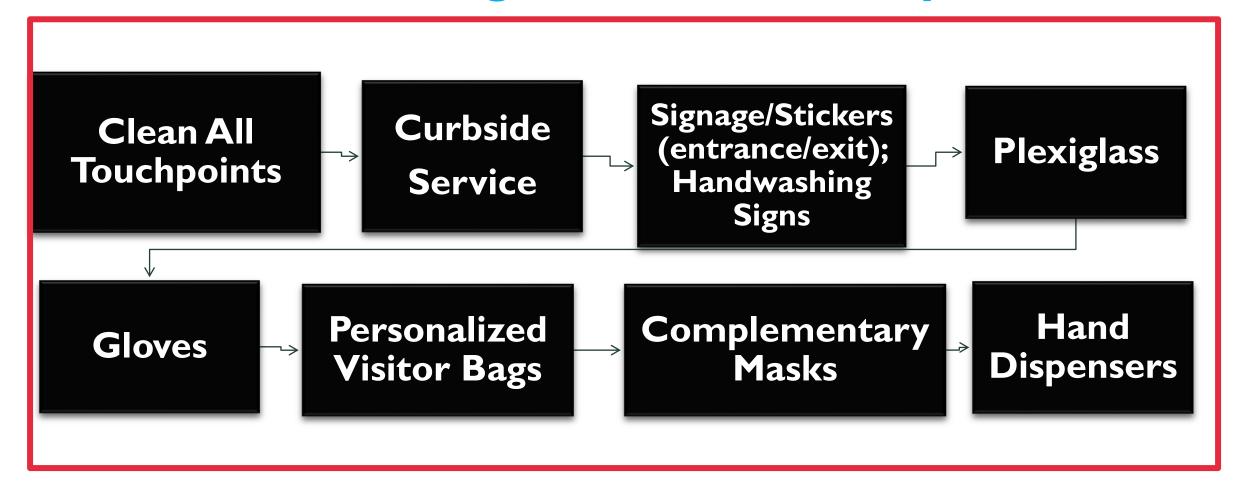
#### **COMFORT & CONFIDENCE EXAMPLES**



#### **SAFETY FIRST**

#### **Maintain Standards**

**Greeting – Smile – Courtesy** 



#### **COVID-19 RESPONSE PAGE**



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.



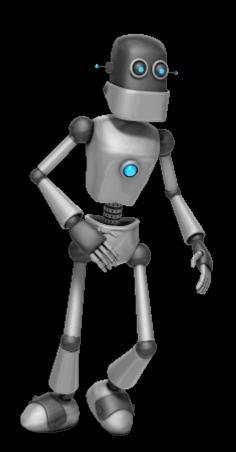
#### IDENTIFY CUSTOMER EXPERIENCE BARRIERS

How user-friendly is your website?

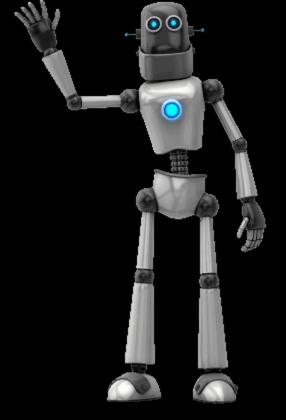


## THE "ME" IN SOCIAL MEDIA ISYOUR CUSTOMER

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.





One should always find purpose in leaving the world, industry, state or neighborhood park a better place.

Chenelle McGee, President/ CEO of Shelby KY Tourism/ Former MARINE

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



Be kind unless you can be fantastic. Then be fantastically kind.





#### REINFORCING THE KEY TOPICS



### Review Your Emotional Climate!



How will you Drive Customer Reassurance?



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!



fivestarcustomerservice.com

229.563.7482 - 5starcss@bellsouth.net