

How would you rate your Customers' Experience...

**average, inconsistent or
WOW?**



TOP SECRET



How
full is
your
WOW
Tank?



“How do you
stand out” and
deliver
consistently?

A Meaningful Definition of WOW



A top-of-mind customer experience.



An experience to share.

One worth repeating.

Can **WOW** be **positive** or
negative?

The Science of WOW



- It's all about People
- Customers expect Ownership
- Recovery creates Conversation 
- Not caring creates Conversation 

92.4% of experiences were related to a person or people's actions or behaviors.

Service failure is a significant breeding ground for 'WOW' Experiences.

TOP SECRET



BUTLER LEXUS
Of South Atlanta



WOWing Customers...
is an attitude – a culture and the rule.



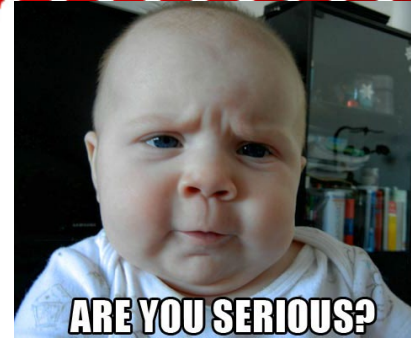
It's not a surprise!
It's planned,
executed and
a forethought!



If No *WOW*, Then...No Go



- Does it **POP**?
- Does it Sparkle?
- Does it make you grin?
- Is it **grand** or mundane?
- Is it **'WOW?'**





“Service is not a list of off-the shelf solutions. It’s a constant process of ongoing discovery.

To be of real service, one must be willing to constantly discover exactly what the customer wants or needs – and then provide it.” Mark Urisino, former Microsoft Director

Are your communications
and actions of relevance to
your customers?



**Never try to fit your
customers into what
you think they want.**

Ask them and they will tell you.





SECRET 1: ADDRESS THE HIDDEN NEEDS



Hidden needs...are issues and problems customers face but have not yet realized.

Addressing hidden needs - product or service design - surprises and delights customers.



Memorable Service calls for GETTING THERE FIRST!
ASK THE TOUGH QUESTIONS:

- What are the roadblocks?
- What is frustrating?
- Where are the hassles?
- How are you cultivating long-term relationships?

Seek to learn what is wrong – difficult or missing

This discovery will lead you to subtle secrets!

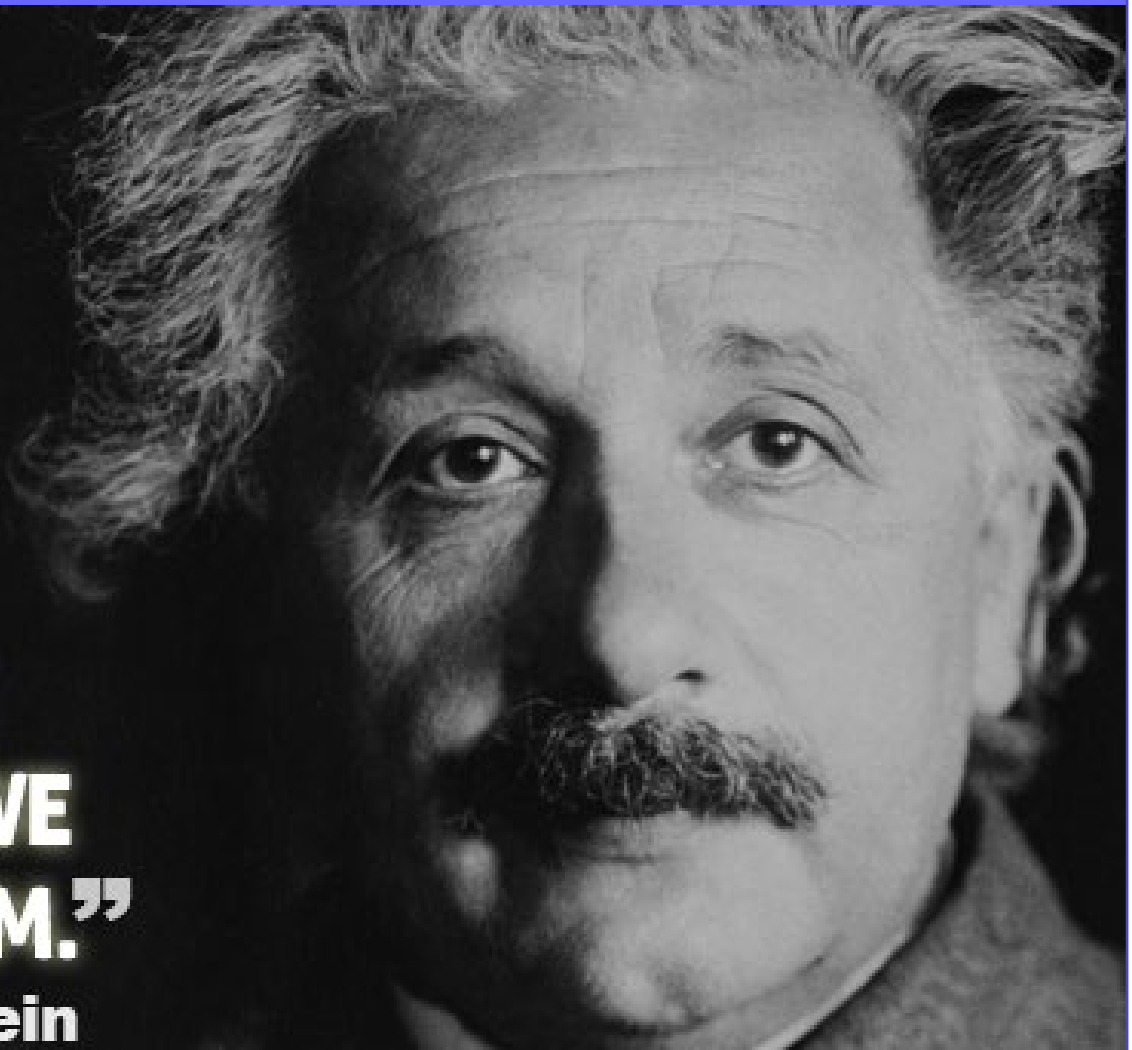


TOP SECRET



**“WE CANNOT
SOLVE OUR
PROBLEMS
WITH THE
SAME
THINKING WE
USED WHEN WE
CREATED THEM.”**

Albert Einstein



SECRET 2: THE BIG 'C' CUSTOMER



- Who are your customers?'

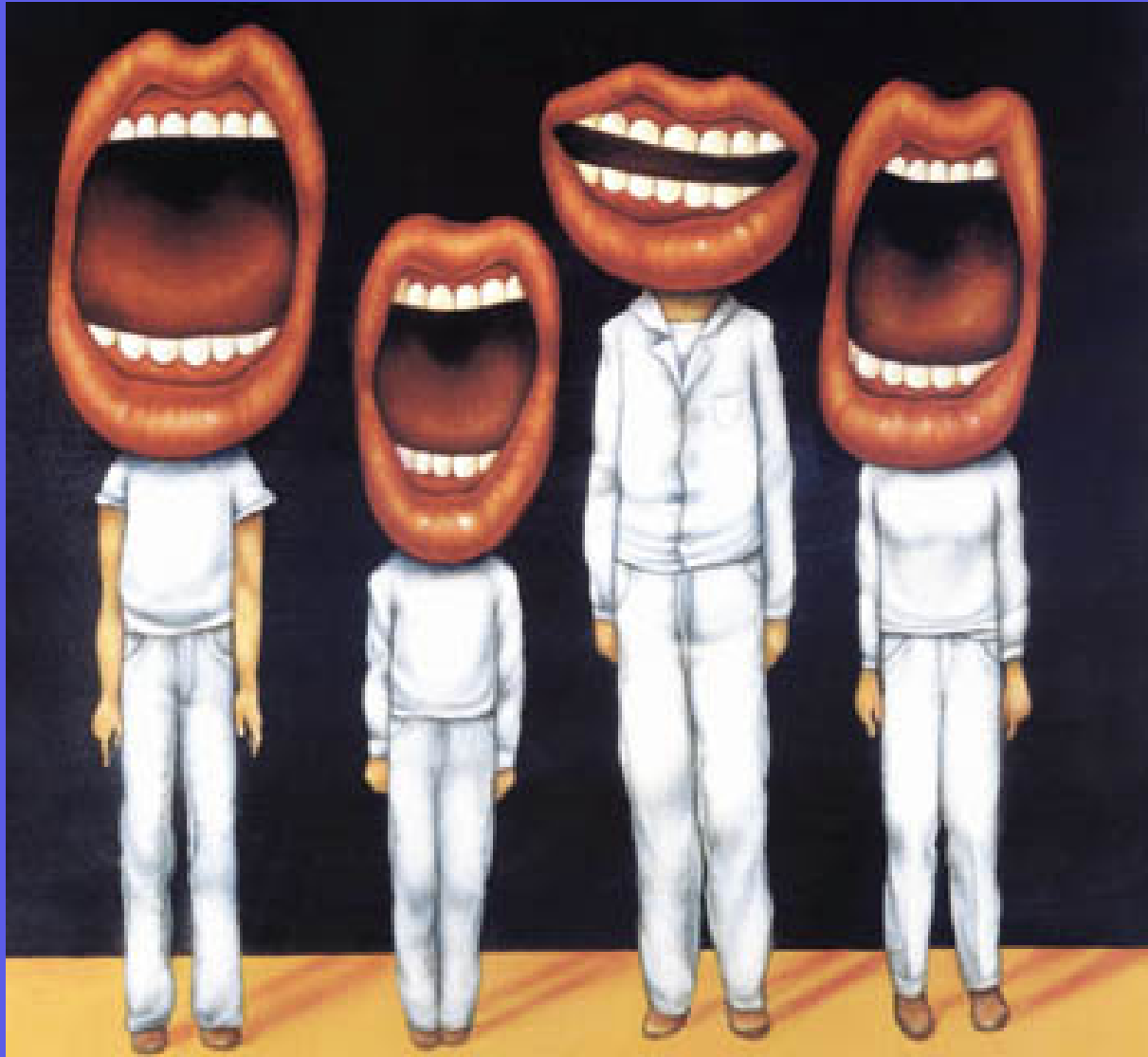


The INTERNAL customer experience will determine the EXTERNAL customer experience.

“CUSTOMER EXPERIENCE
is the next competitive
BATTLEGROUND
IT'S WHERE BUSINESSES
ARE **WON OR LOST**”

- TOM KNIGHTON -

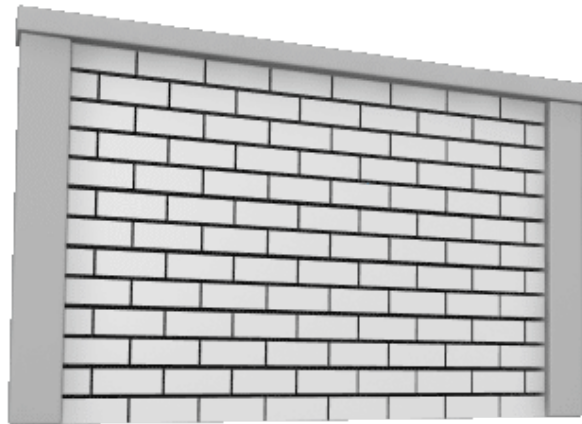
Word of Mouth...is **BIG!**



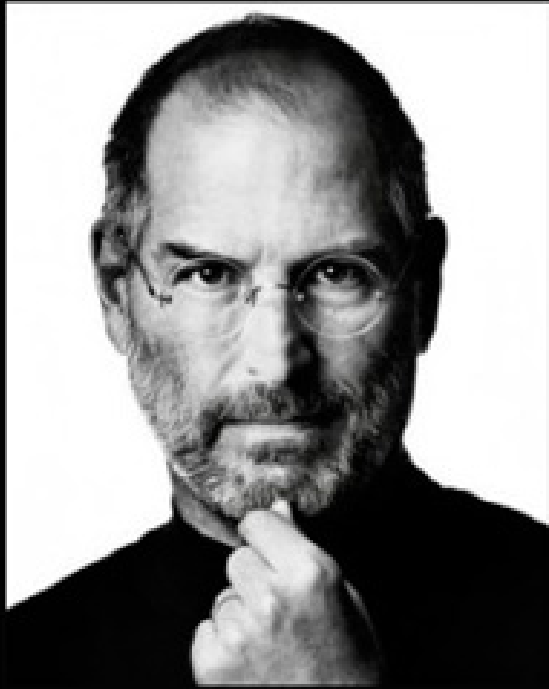
**The Power of ‘WOW’ is
extraordinary!**



**“Things which matter most,
must never be at the mercy of
things that matter least.” Goethe**



Keep the MAIN THING...the MAIN THING



You've got to start with the customer
experience and work back toward the
technology - not the other way around.

(Steve Jobs)

1955-2011

SECRET 3: THE UNEXPECTED

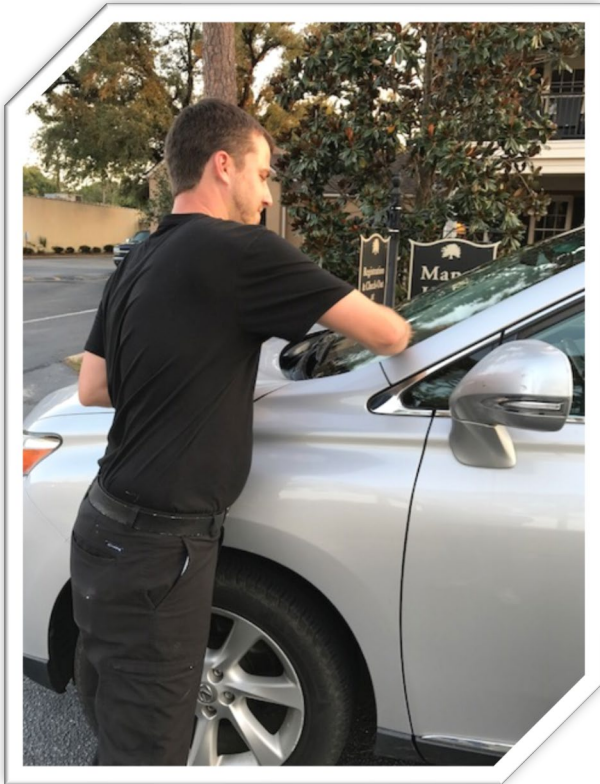
TOP SECRET

LAGNIAPPE

(Lan-Yap) : A little
Something Special



Memorable Lagniappe Experiences



The **UN**expected...beyond good service...create legendary!



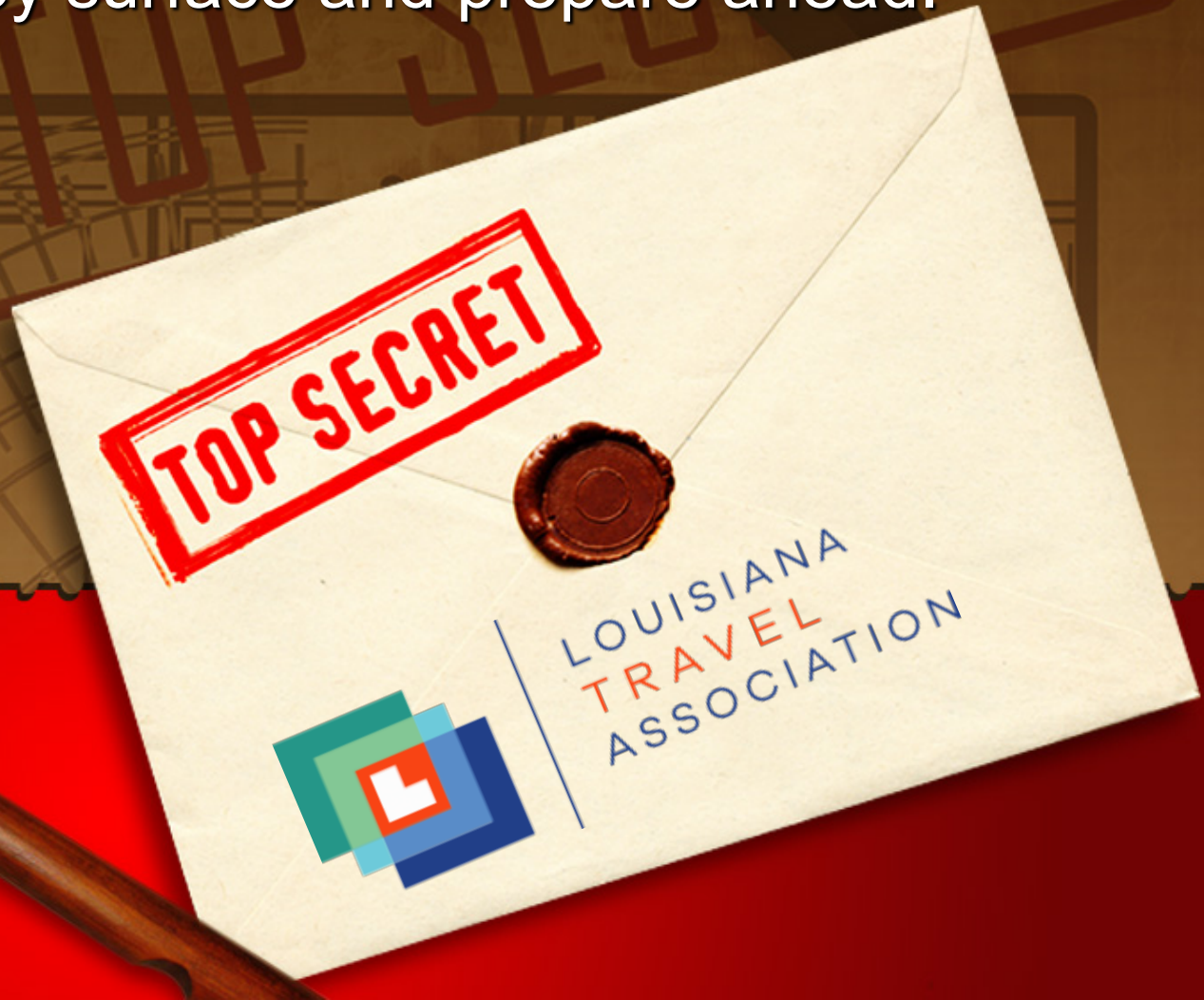
- Moments of opportunity to **“WOW!”**
 - Every phone call
 - Every touch point
 - The...parking lot/lobby
 - The Hello & Goodbye
 - Packaging



- The **BEST OF THE BEST** anticipate issues/concerns/misunderstandings in advance
- Are you turning crisis into opportunities?
- Reviews are based on **EXPECTATION & EXPERIENCE**

Do your Customers **'RAVE'** about the positive response they had from a negative experience?

The best of the best **ANTICIPATE** problems before they surface and prepare ahead.



SECRET 4: THE *little* THINGS



“It is the service we are not obliged to give that people value the most.” JC Penny



Management Guru Tom Peters



“We wildly underestimate the **Power** of the *tiniest personal touch.*”



REMARKABILITY

DO WHAT YOU DO SO
WELL THAT PEOPLE
CAN'T RESIST
TELLING OTHERS
ABOUT YOU.

WALT DISNEY

10 OCTOBER * IDEA SANDBOX



TOP SECRET

SECRET 5: The **BIG** things



“Customer needs have an unsettling way of not staying satisfied for very long.” Karl Albrecht

Execute on the little things that add up to Big

“Wows!”



W.O.W. SIDE

What's needed

On time

With value

SECRET 6: The Mistakes



How many attempts did Thomas Edison make before inventing the light bulb?

10,000

The Mistakes...learn them faster!



- Mistakes can be memorable lessons.
- Correct in a way that the customer is almost glad it happened.
- Identify repeated disconnects/breakdowns.
- Role-play with your team.

Great service organizations know how to read people and respond quickly!



MISTAKES HAPPEN!

The secret to achieving Memorable Customer Service is not in completely eliminating or avoiding them.

TOP SECRET

Problems are good – not bad.
Welcome them and become
the solution.
Mark Victor Hansen



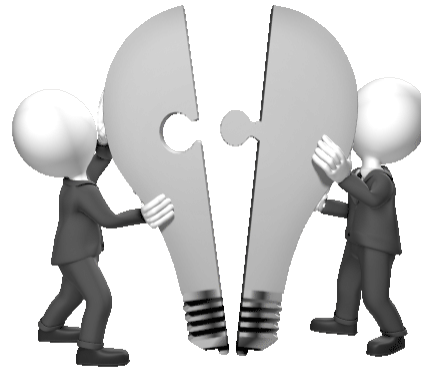
SECRET 7: The Tangibles



- Things SEEN and TOUCHED

Websites – Communication Material –
Environment – Appearance – Human Interactions

**Impressions are formed by
our senses.**



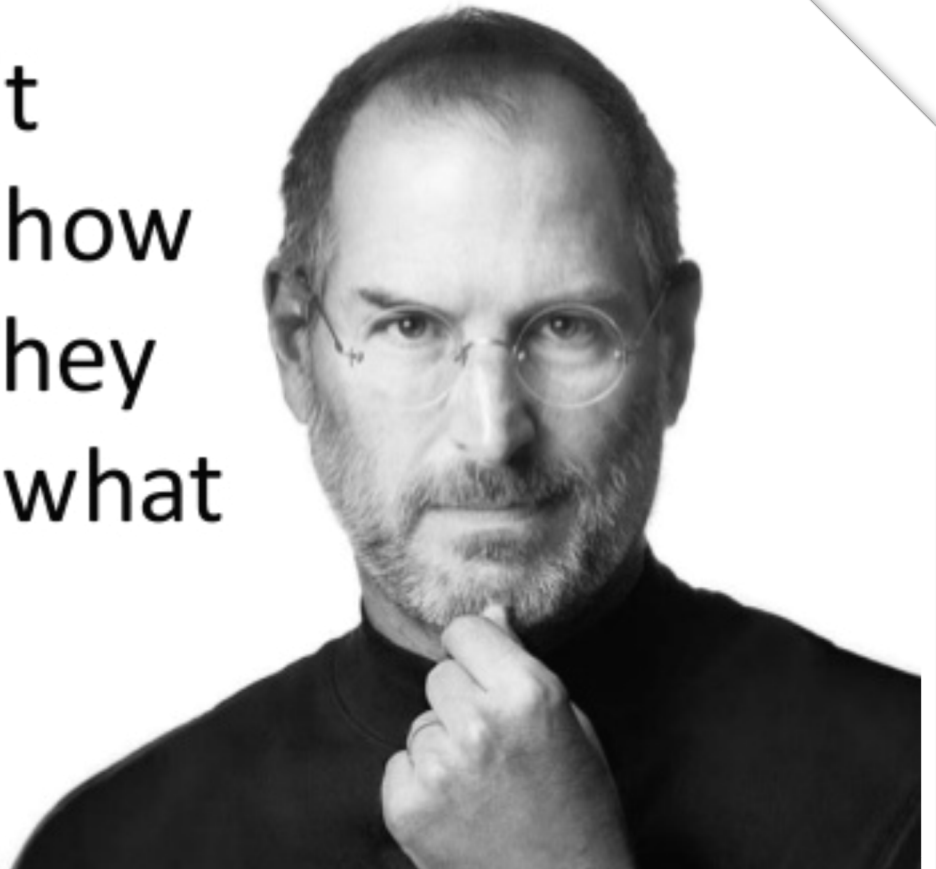
Take the “Customer Walk”

TOP SECRET

“Customers don't
measure you on how
hard you tried. They
measure you on what
you deliver.”

- *Steve Jobs*

1955-2011



SECRET 8: The INTangibles



- Intangibles: Things not physically seen or touched...yet speak a universal language
- How you feel in certain environments?
Appreciation, love, energy, emotion, intent, spirit, empathy, passion, compassion and courage, dignity, respect
- Intangibles are “mood-changers”
- Lead with passion and spirit



SECRET 9: Empathy and Compassion



- Empathy...see – hear – feel customers
- Compassion...demonstrating understanding – hope – encouragement
- Strong interpersonal skills help connect

What is the power of the ‘personal touch?’

Evaluate how you look – sound – and act when communicating

Do you project confidence, joy and a positive attitude?

Do customers seek you out?





TOP SECRET

**"It is one of the
most beautiful
compensations of
life that no person can
sincerely try to help
another without helping
themselves."**

Ralph Waldo Emerson

SECRET 10: Reliability



- Bedrock to healthy, lasting relationships
 - Customers liked being **'Wowed'** not shocked
 - Commonalities of Fed-Ex and Amazon Prime
- CONTROLLED INPUT VARIABLES = PREDICTABLE OUTPUTS**



“Well done is better than well said.”
Benjamin Franklin



You'll never create a
WOW CUSTOMER EXPERIENCE
until you tap into your greatest
resource... **YOUR PEOPLE!**

Take care of your people,
and they will take care of your customers.

J.W. Marriott

WOW ME



Wow the customer

Operate with urgency

Work without mediocrity

Make a positive wake

Engage as an owner

When you pay attention to detail,
the big picture will take care of itself.



NEVER
UNDERESTIMATE
the value of
FLUFF!

Jim Blanchard, Chairman, Synovus Financial Corp



As you leave, remember...
there is very little difference between one who does not know and one who does not use what one knows.

***DEDICATED TO “WOWING
MY CLIENTS SINCE 1999***



FIVE STAR
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