How would you rate your Customers’ Experience... average, inconsistent or WOW?
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.
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
Never try to fit your customers into what you think they want. Ask them and they will tell you.

Are your communications and actions of relevance to your customers?
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!
"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

LAGNIAPPE
(Lan-Yap): A little Something Special
Memorable Lagniappe Experiences

Hampton Inn and Suites
Downtown Mobile Historic District
62 South Royal Street * Mobile, Alabama 36602

Congratulations to

Rita Suiter

You have been selected as our “Guest of the Day”

We Love Having You Here!
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
SECRET 5: The BIG things

“Customer needs have an unsettling way of not stating 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

Mistakes are the portals of discovery.
- James Joyce

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.

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

- Steve Jobs
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?
"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 the customer
Operate with urgency
Work without mediocrity
Make a positive wake
Engage as an owner
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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