

Customer Experience

SMOOTH HELPFUL

GOOD WONDERFUL
GREAT

DISAPPOINTED ORGANIZED INTERESTING

SATISFIED RELIEVED PLEASED HAPPY

SATISFYING NICE INDIFFERENT
FLAWLESS SEAMLESS PROFESSIONAL

CUSTOMER

INFORMED PERFECT SERVICE

EXCELLENT EFFICIENT FAMILY FINE

SEAMLESS RELIABLE EASY COMFORTABLE

CONFIDENT EASIER

AWESOME

EXPERIENCE

Customer Service is the same as Customer Experience....right?

Customer
Experience

- Customer Service

- Reactive

- Please / Thank you
 - Customer Upset
 - We React
 - Issue Solved

- A characteristic

- Fast
 - Cheap
 - Quality
 - Luxury
 - User Friendly
 - Customer Service



- Customer Experience

- Proactive

- The way you treat a customer
 - How you make a customer feel
 - Attention to the details
 - Listening and using what you learn
 - Thanking customers for their business

- Leads to loyal customers

- Become best recruiters/advocates
 - Business reputation grows
 - Business grows

- Customer Service is very important, but it is not Customer Experience.

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Great Customer Experiences are...

Customer
Experience

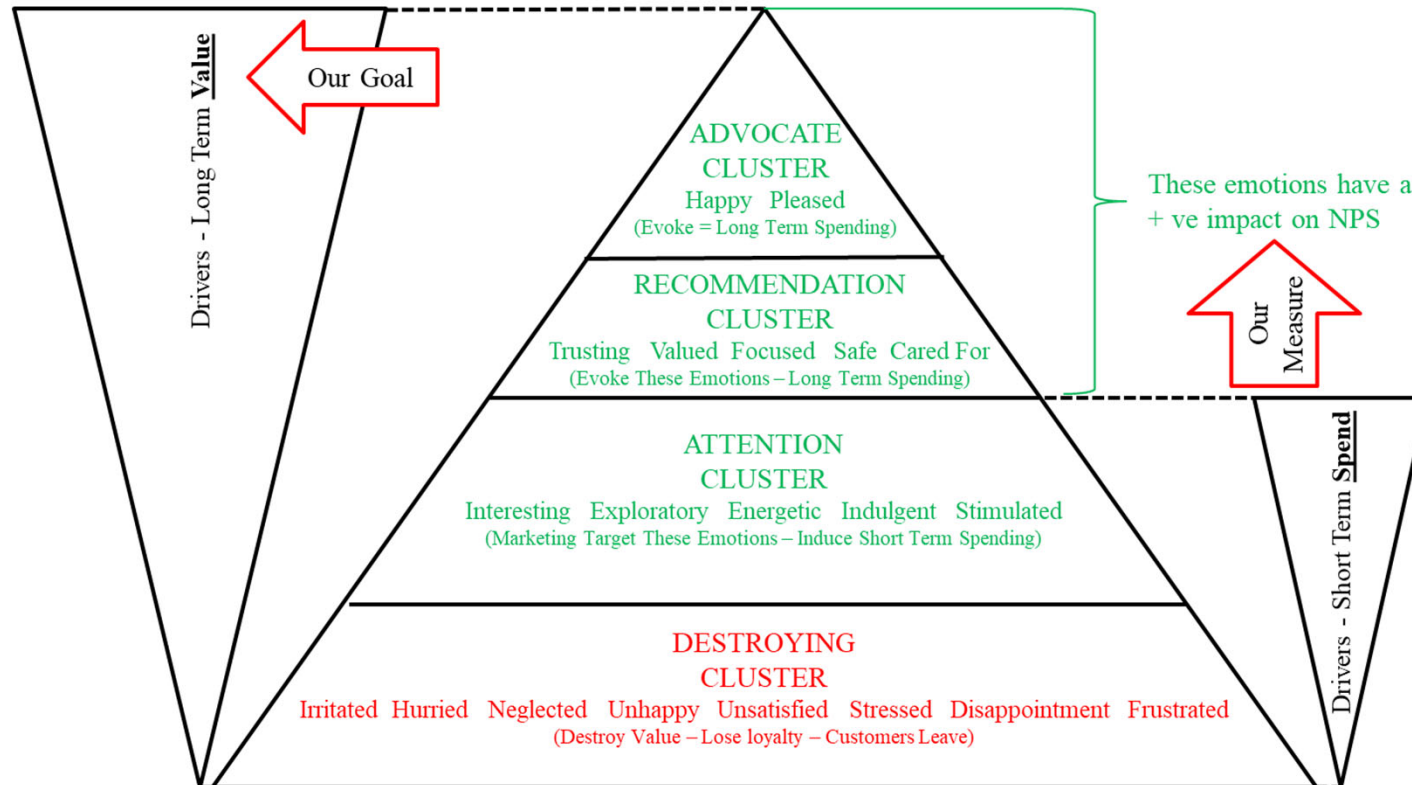
- A source of long term competitive advantage
- Created by constantly exceeding customers *physical* and *emotional* expectations
- Differentiated by focusing on stimulating planned emotions
- Enabled through:
 - Inspirational leadership
 - An empowered culture
 - Empathetic people who are happy and fulfilled
- Designed from the “**Outside In**” rather than “**Inside Out**”
- Revenue generating and can significantly **reduce cost**
- An embodiment of the brand

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The Benefit of Creating the Right Feelings...

Customer Experience

Hierarchy of Emotional Value to a Customer's Experience



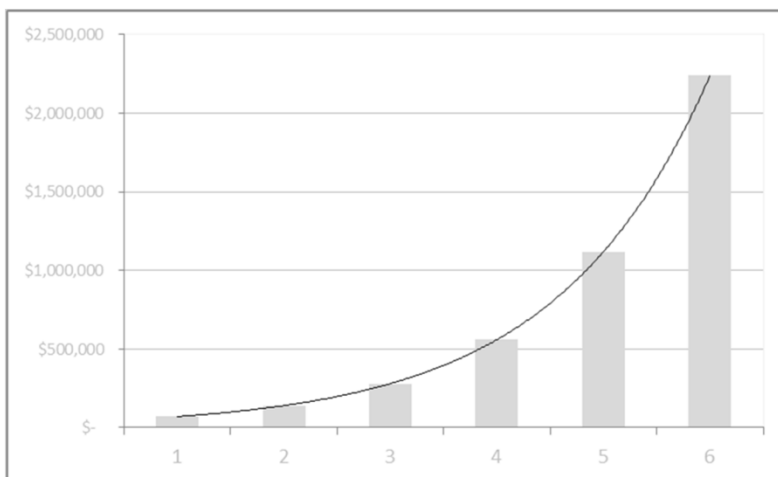
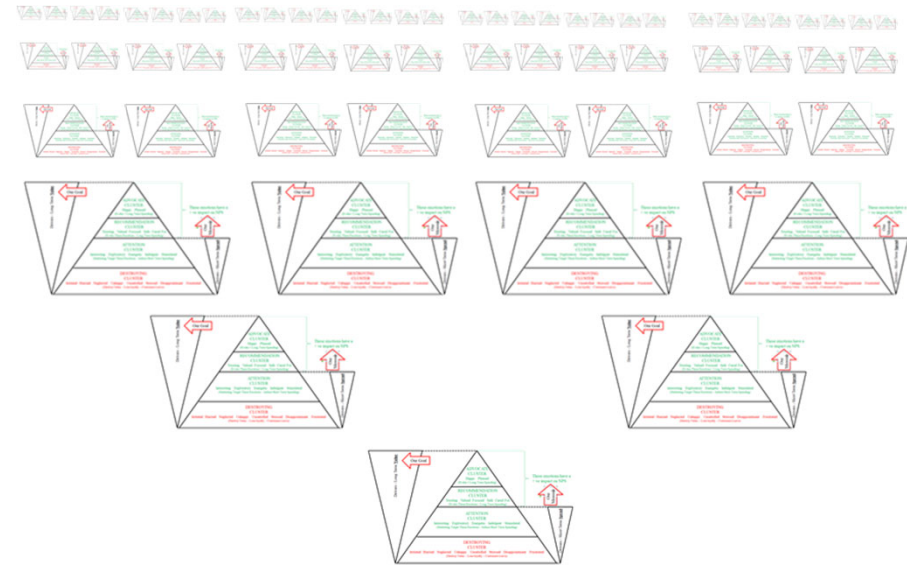
Source: Unlocking the Hidden Customer Experience: Short Stories of Remarkable Practices to Ensure Success
by Colin Shaw the Founder and CEO of Beyond Philosophy (© Colin Shaw 2014)

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Benefits Over Time...

Customer Experience

- Behaviors and Actions we can control ensure every customer experiences the desired **Customer Experience** during every interaction



Year	# Customers	Revenue
1	1	\$ 70,000
2	2	\$ 140,000
3	4	\$ 280,000
4	8	\$ 560,000
5	16	\$ 1,120,000
6	32	\$ 2,240,000
		\$ 4,410,000

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Does This Really Work in Practice?

Customer
Experience

- New Machine Delivery Customer Experience Standards Rolled Out and Live in August 2018:



- Results:

– Net Loyalty Score

• 2016 Ave	73.7%
• 2017 August	82.8%
• 2017 December	93.5%

– Customer Loyalty Index

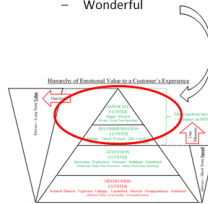
• 2016 Ave	9.40
• 2017 August	9.53
• 2017 December	9.74

- Customer Feedback Supports Model:

• Loyal Customer's Feelings

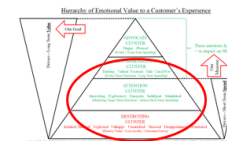
- Awesome
- Comfortable
- Confident
- Disappointed
- Easier than ever
- Easy
- Efficient
- Excellent
- Extremely satisfied
- Fine
- Flawless
- Good
- Good Service
- Great
- Happy
- Indifferent
- Informed-Treated fair
- Interesting
- On schedule/good
- Organized
- Perfect
- Pleasant and Seamless
- Pleased
- Professional
- Reliable
- Relieved
- Satisfied
- Satisfying
- Seamless
- Smooth
- Smooth Sailing
- Feels like part of the CAT family
- So far so good
- Tens across the board
- Top Notch
- Top Shelf
- Very Confident

- Very easy
- Very good
- Very Helpful
- Very nice
- Very Satisfied
- Very Smooth
- Very well
- Well taken care of
- Wonderful



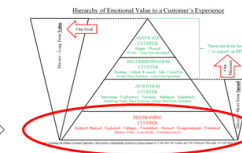
• Vulnerable Customer's Feelings

- Confident
- Easy and painless
- Fine
- Frustrating
- Good
- Great
- No issues
- Pleasant - helpful
- Pretty smooth
- Satisfied
- Very Smooth



• At Risk Customer's Feelings

- Awful Customer Service
- Frustrating



- The facts support the model's assertions

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Things to Consider...

Customer
Experience

1. What Customer Experience do I want to create?
2. What emotions do I want each Customer to experience?
3. What expectations do I want to set with my Marketing & Advertising?
4. Does the environment facilitate meeting or exceeding these expectations?
 - Physical
5. Does the delivery process facilitate meeting or exceeding these expectations?
 - Culture / System / Processes
6. Are controls in place to ensure the Customer's experience is consistent over time?
7. Does my "Customer Help" system meet or exceed these expectations?

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What Can I Do Right Now?

- Define your firm's desired Customer Experience
- Walk your existing or proposed process
 - Look at every Customer interaction point as if you are a first time customer.
- Talk to customers and identify what they need?
 - It might not be what they say they want!
- Map the Customer's current journey
 - What are the key touch points?
 - Does that journey facilitate the desired Customer Experience?
 - Test and receive feedback
 - Can the journey be improved to achieving the desired Customer Experience?

You Can Control Your Customer's Experience !!!!

Customer
Experience

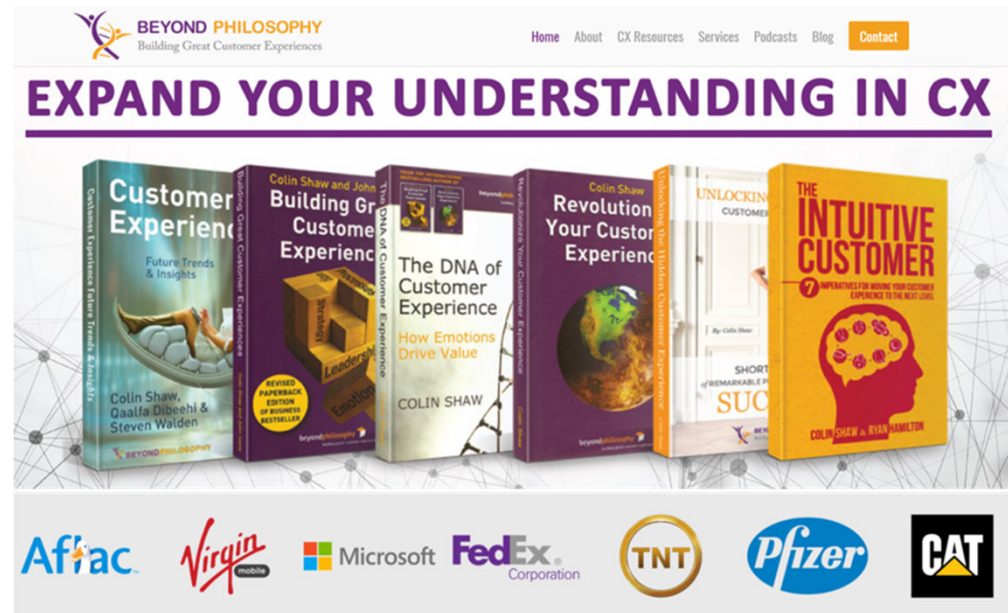
- Self Awareness
 - You and your staff always have a choice as to how to react to a situation
- Self Regulation
 - Know your values
 - Hold yourself accountable
 - Practice being calm
- Motivation
 - Adopt an optimistic mind set
- Empathy
 - Put yourself in someone else's position
 - Pay attention to body language
 - Respond to feelings
- Social Skills
 - Praise others
 - Resolve conflicts
 - Communicate effectively

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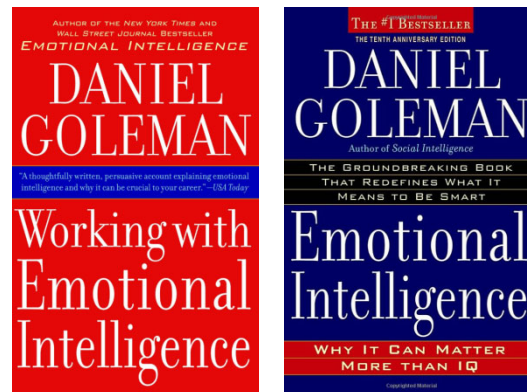
Further Reading...

Customer Experience

- Colin Shaw
 - www.beyondphilosophy.com



- Daniel Goleman
 - <http://www.danielgoleman.info>



Thank You

Awesome
Indifferent
Frustrating
helpful
customer
Interesting
Fine
painless
Satisfying
Awful
Reliable
nice
Top
Service
Informed-Treated
experience
Wonderful
like
Flawless
Tens
Comfortable
Easy
Seamless
Feels
Pretty
issues
well
Perfect
board
Sailing
care
across
family
fair
ever
Good
schedule/good
Efficient
far
Organized
Pleasant
Great
Disappointed
part
Shelf
Extremely
Pleased
Easier
CAT
Relieved
Satisfied
taken
Excellent
Happy
Confident
Professional
Seamless