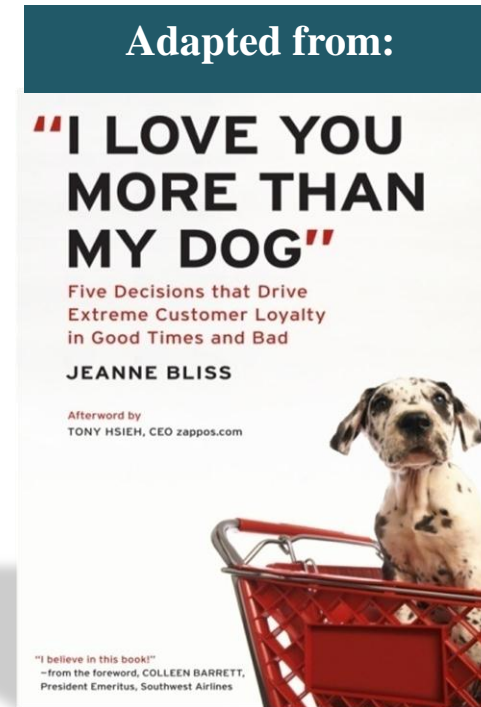


# Becoming a **Member** Organization

5  
DECISIONS  
That drive:  
✓ Devoted Customers  
✓ Devoted Employees  
✓ Business Growth



Audience Hand-Out

22%

78%

WOM

*Sparked by  
Advertising*

*Sparked by  
Something Else*

1. Believe
2. Clarity
3. Real
4. Be There
5. Say Sorry

# IMPACT



- Lower Recruiting Costs
- Engaged Workforce
- Margins that Exceed the Competition
- Customers Grow the Business. Not Marketing Budgets
- Business Prosperity in Good Times and Bad.

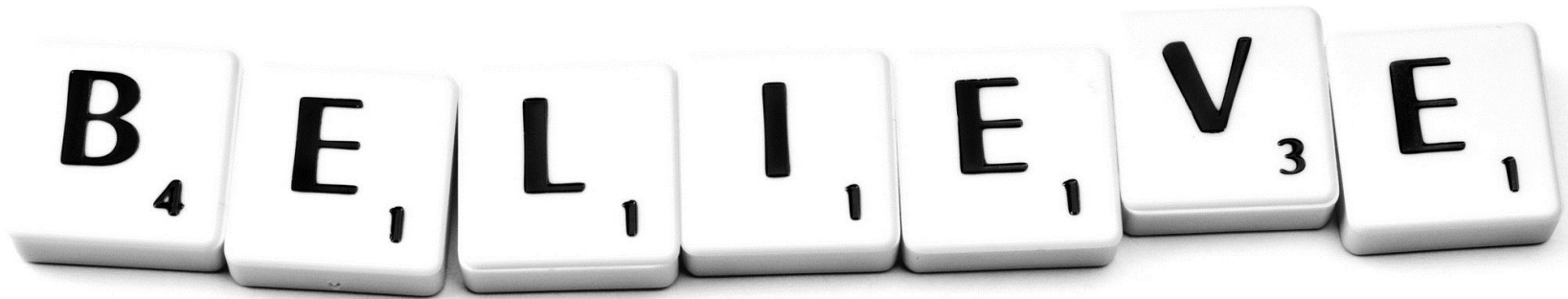


# PROSPERITY Impact

	Recruiting Cost Reduction	Increased Employee Retention	Highest Margins	Reduced Advertising Costs	Immune to Competition	Growth – even in down economy
Believe	●	●			●	●
Clarity	●	●	●	●	●	●
Real	●	●			●	●
Be There			●	●	●	●
Say Sorry		●		●	●	●



What's Your Story?



*Show me the person you honor, for I know better by that the kind of person you are. For you show me what your idea of humanity is.*

*--Thomas Carlyle*



Do You Believe  
Customers are an  
**ASSET** or a  
Cost Center?



Are You  
**TRANSPARENT**  
*with Your*  
Customers?



Are you  
Hiring  
**Partners?**  
*or Filling*  
**Positions?**

Decide to BELIEVE

# 5 Actions:

## *Decide to Believe:*

1. Revamp how you hire - start with core values.
2. Create a “kill a stupid rule” movement
3. Let customers key their feedback right on to your homepage
4. Every month, get rid of more fine print.
5. Share your financials with employees.

# What's Our Story: How Do We Believe?

(How would customers describe our trust in them? Would employees say we honor them?)

# Take Home Exercise: What's Our Story: How Do We Believe?

	Never	Sometimes	Always		
1. <b>In decision making, we yield to employees' natural instincts to do the right thing.</b> <i>We believe employees will live by the values, spirit, and passion for which they were chosen.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
2. <b>We invest heavily in training and development to prepare and enable peak performance.</b> <i>We trust prepared employees.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
3. <b>We elevate the dignity of employees by removing unnecessary rules and policies.</b> <i>We release control so employees can innovate and solve problems.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
4. <b>In customer relationships we honor the dignity of customers.</b> <i>We strive to remove policies and procedures that protect "us" from "them."</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. <b>We actively decide to be transparent with customers.</b> <i>We believe that trust is reciprocated. We suspend the fear of sharing information.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
6. <b>We believe customers are an asset, not a cost center.</b> <i>Our decisions and choices are guided by investing in these relationships.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
7. <b>We regularly use our products and services and interact with customers.</b> <i>We eliminate detachment and cynicism by personally connecting to their experience.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>



# CLARITY

Of Purpose

If you shed  
**standard**  
industry  
practices.



*What could you  
become?*



*What pushes our*  
**“YES”**  
*button?*



**What gets  
in between you**

**And your  
customers?**

**Decide with CLARITY OF PURPOSE**

# 5 Actions:

## *Decide With Clarity of Purpose*

1. Decide- what pushes your “yes” and “no” buttons
2. Determine your higher purpose with customers
3. Establish your “bookend” customer experiences
4. Get rid legacy industry practices that make you look “vanilla”
5. Hire “memory makers” not just functional experts.

# What's Our Story: How Clear Are We?

- On the memories we want to deliver?
- About who belong in our company?
- The experience we are working toward?

**Are we executing tasks or achieving a higher purpose?**

# Take Home Exercise: What's Our Story: Do We Have Clarity of Purpose?

	Never	Sometimes	Always		
<b>1. We are clear about our purpose in supporting customers' lives.</b> <i>Decisions align to this purpose, to this promise.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
<b>2. Our customer experience is defined the same by everyone.</b> <i>It unites how we execute. Ten random people polled would define our customer experience in the same manner.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
<b>3. Our policies, procedures and operations are not guided by legacy industry practices.</b> <i>Delivering on our promise gives us the courage to break from tradition.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
<b>4. We constantly refresh what we sell and deliver.</b> <i>As products and services change, we stay true to our promise to customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
<b>5. Conditions for serving customers and supporting employees must always be met in decision-making.</b> <i>We know what pushes our "yes" button.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>



Decide to be  
**REAL**

*I think that somehow, we learn who we really are and then live with that decision.*

-- Eleanor Roosevelt



*Do You*  
**Walk in Your  
Customers'  
Shoes?**



*How do  
you stay*  
**c-o-n-  
n-e-c-t-  
e-d?**



*Do you encourage*  
**flexibility**  
*and*  
**“gut”?**

**Decide to BE REAL**

# 5 Actions:

## *Decide to Be Real*

1. Get rid of the jargon in how you talk to and about customers
2. “Be a Customer” – require everyone to do this once per quarter
3. Create a hiring process unique to your business
4. Rewrite your communication so you’d want to read it
5. Start all new hire orientation with walking in your customers’ shoes

# What's Our Story:

How “real” are we?

- Do we touch a chord with customers?
- Encourage personality and creativity?
- Discuss “customers by name, or contracts?”
- Make decisions by envisioning customers’ lives?

# Take Home Exercise: What's Our Story: Are we Real?

	Never	Sometimes	Always		
1. <b>We reinforce empathy by walking in our customers' shoes.</b> <i>We strive to understand our customers to better serve them in their lives.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
2. <b>We obsess about the moments of connection with our customers.</b> <i>We think ahead of time on how we can "wow" them with our empathy and caring in these moments.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
3. <b>We encourage employees to "bend over backwards" for customers and each other.</b> <i>We encourage flexibility and gut.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
4. <b>We make decisions to stay connected with customers – our relationships are not transactional or bound by a "sale".</b> <i>We build open and genuine relationships.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. <b>We blend our personal instincts with our business decisions to achieve extraordinary outcomes.</b> <i>We encourage our people to take their best version of themselves to work and into their relationships with customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
6. <b>In our communication, we "talk straight" and establish a voice of our own.</b> <i>We work "without a net" of corporate language and protocol.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Decide to be there.





# What's Your Service Magnet?



When Your Service  
Providers Change...  
*Do You Provide  
Continuity of Service?*



*Can Everyone*  
**Jump a Fence**  
*To Serve A Customer?*

Decide to BE THERE

# 5 Actions:

## *Decide to Be There*

1. Identify the top five contact points that matter most to customers
2. Give your frontline hero actions they can take - without asking!
3. Give customers a seat at the table when you design products
4. Fix how you hand off customers when service providers change
5. In those top five contacts - get rid of the clunky silo hand-offs


# What's Our Story:

Are we there for customers?

- Do we begin with the customer or the product?
- Decisions based on our priorities or customers'?
- Meetings focus: sales goals or customers' lives?

# Take Home Exercise: What's Our Story: Do We Decide to Be There?

	Never	Sometimes	Always		
<b>1. We prioritize investments based on meeting customer needs and priorities.</b> <i>We allocate resources to impact customers' lives, because we know what makes them tick.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	Never	Sometimes	Always		
<b>2. We are quick to deliver for customers in a manner that customers expect and deserve.</b> <i>We don't make promises we can't keep.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	Never	Sometimes	Always		
<b>3. We know the moments in our customers' lives when they need us the most and dedicate parts of our experience to those moments.</b> <i>We make the experience memorable.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	Never	Sometimes	Always		
<b>4. We make decisions by envisioning customers in their lives.</b> <i>We make it easy to be accessible and build how and when we do business based on when customers have time to interact with us.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
	Never	Sometimes	Always		
<b>5. The boundaries of our organization chart don't keep people from going the extra mile.</b> <i>We work collaboratively for customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>



I am sorry!

## APOLOGIZING WELL:

# “Peace process” between companies and customers

- Swift response
- Across the Silos
- With humility and remorse
- Solve the problem



*Do you*  
**accept**  
**accountability?**



How  
**Proactive**  
*Are*  
*You?*

**L.L.Bean**

Can your  
frontline **RESCUE**  
customers?

**Decide to SAY SORRY**

# 5 Actions:

## *Decide to Say Sorry*

1. Establish your own version of the daily overview meeting
2. Ask the frontline what they need to rescue customers in distress
3. Create the action plan that kicks into place when a failure occurs
4. Establish five very human responses to mistakes
5. Re-entrench core values – so you act from them in service failures

# What's Our Story:

## When We Apologize...

- Are we genuine?
- Do we restore confidence? Honor those impacted?
- Do we apologize swiftly and with humility?"
- Is this our finest hour?

# Take Home Exercise: What's Our Story: How Do We Say Sorry?

	Never	Sometimes	Always		
1. <b>We screen every day to know what events disappointed our customers</b> <i>We don't wait for customers to tell us when things go wrong.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
2. <b>We have a rigorous recovery plan ready for a company-wide customer crisis.</b> <i>Similar to an IT recovery plan, we have plans to respond if a large scale customer crisis occurs.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
3. <b>We let customers know when something goes wrong.</b> <i>As soon as we know of a service failure, we inform customers and prepare a swift recovery.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
4. <b>We motivate and equip the frontline to think on their feet for customers in distress.</b> <i>Our employees can "rescue" customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. <b>When failures occur, we act decisively, and in the customers' best interest.</b> <i>We are accountable and responsible.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
6. <b>When times are tough, this is a shining moment for our culture.</b> <i>We create an environment in which everyone knows and has permission to do the right thing.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
7. <b>We learn and change from our mistakes.</b> <i>Mistakes are rigorously evaluated and under-stood. We change the actions causing them.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

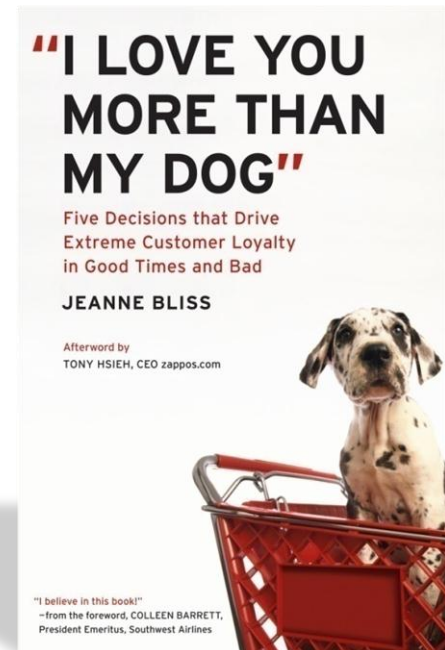
ARE CUSTOMERS TELLING  
YOUR STORY?

1. Believe
2. Clarity
3. Real
4. Be There
5. Say Sorry

# www.customerbliss.com

## jeanne@customerbliss.com

- Free Reality Check Audit
- Electronic Diagnostic



## Our Journey to Beloved and Prosperous

**1**

*Decide*  
to **BELIEVE**

**2**

*Decide with*  
**CLARITY of**  
**PURPOSE**

**3**

*Decide*  
to **BE REAL**

**4**

*Decide*  
to **BE THERE**

**5**

*Decide*  
to **SAY SORRY**

Jeanne's Blog

Customer Experience Snack

Customer Experience

Roadmap

Customer Culture Audit

I Love You More

Than My Dog

