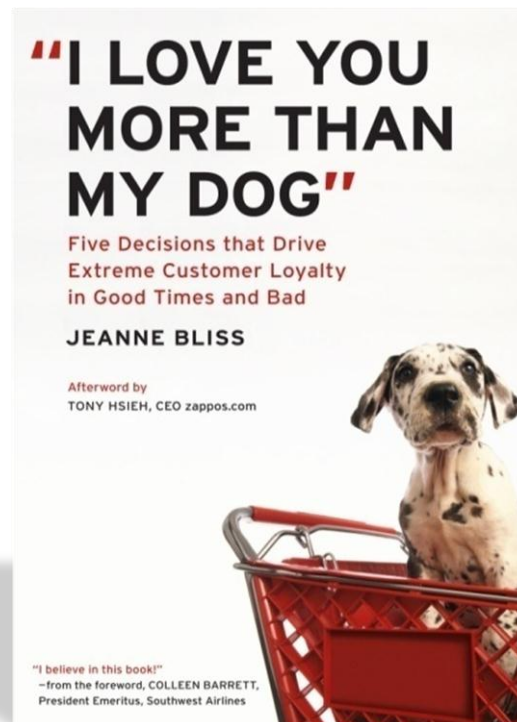


Earn Your Customers' **Rave**

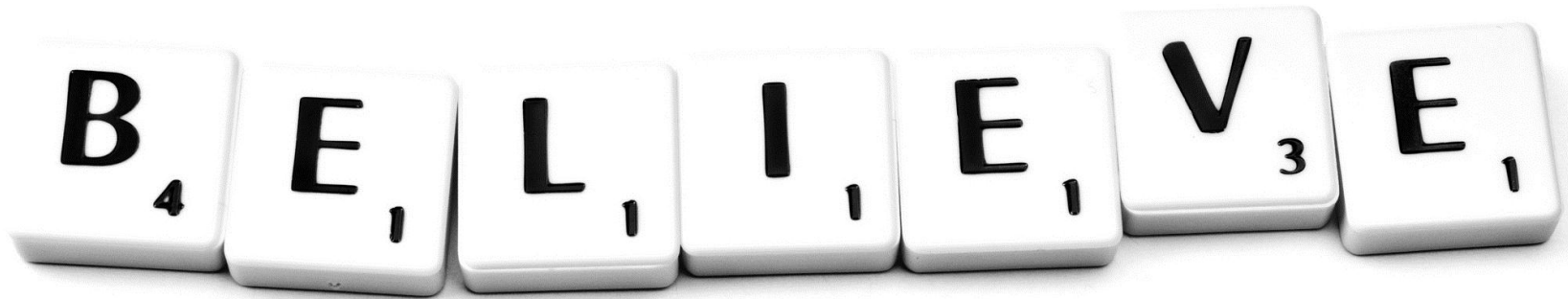
THE Five decisions of beloved and prosperous companies.



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



	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		●		●	●	●



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



Griffin Hospital decided to open up medical records to patients and families.

Trust is reciprocated:
Malpractice lawsuits dropped more than 43%



Zane's Cycles decided not to require collateral for test drives.



SUSPEND CYNICISM :
Lose about three bikes per year.



Chick-fil-A Decided to hire for life.

Long-term belief pays dividends:
42 Years Consecutive Sales Growth.

5 Actions:

Decide to Believe:

1. Invest in customers for their long term value, and the value of their referrals.
2. Revamp how you hire - start with core values.
3. Create a “kill a stupid rule” movement
4. Let customers key their feedback right on to your homepage
5. Every month, get rid of more fine print.



CLARITY

Of Purpose



Umpqua Bank
decided to get rid of the ropes.

Laser focus on job #1 delivers:

Grew from five branches in 1994 to 148 stores today.



IKEA Decided
To design the price tag first.



Laser focus on job #1 delivers:
253 stores in 24 countries welcomed 565 million customers.

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.



Decide to be
REAL

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

-- Eleanor Roosevelt



USAA Decided
that new hires should eat like soldiers.

customer empathy impact :
USAA retained 98 percent of their customers in 2008.



WestJet

Decided to make customers human again.

Impact of Losing the lingo:

Leapt over the market to become number 2 airline in Canada.



The Container Store
decided that everyone should be
like... Gumby.

RETURN ON TEAMWORK:

Double-digit growth **EVERY** year since beginning in 1978.

Only hire 3% of all employees that apply.

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

Decide to be there.





ZARA decided to invest in product speed. Not advertising.

knowing customer hot buttons:

85% of inventory sells at full-price

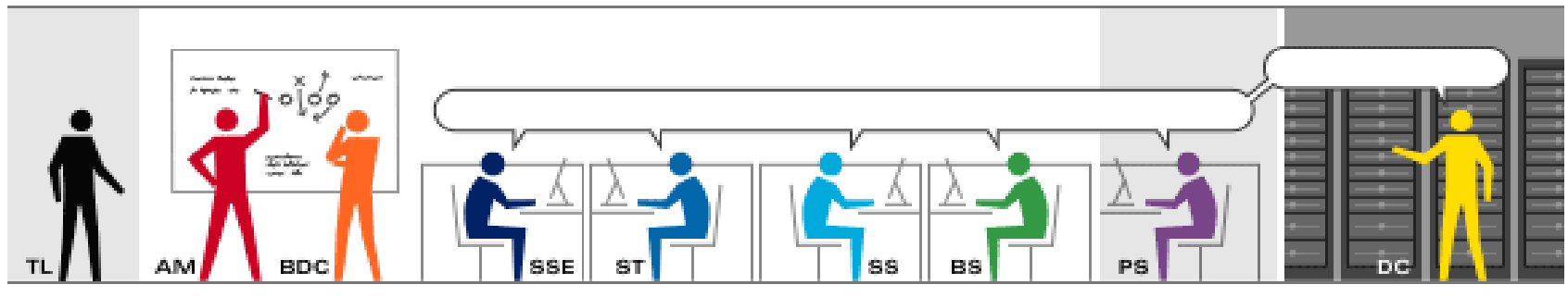
Customers go into the stores 17 times a year!.



RACKSPACE HOSTING

“Peace to Your IT World”

How We Build Our Teams to Better Support You



TL – Team Lead

AM – Account Manager

BDC – Business Development Consultant

SSE – Senior Systems Engineer

ST – Support Technician

SS – Support Specialist


BS – Billing Specialist

PS – Professional Services

DC – Data Center Operations

IMPACT, SILO BUSTING FOR CUSTOMERS:

8 years of sixty percent revenue growth.



I am sorry!

APOLOGIZING WELL:

“Peace process” between companies and customers

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



Southwest Airlines

Decided to Proactively Apologize to Customers.

Impact:
70% of Customers Contacted Return and Bring Others With Them
Net Positive Revenue in 2009 exceeding \$1.7 million



Nurse Next Door Decided to Send Humble Pies.

Impact of humility:

Spent \$1500 on pies. Saved \$100,000 in business.

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

ARE CUSTOMERS TELLING
YOUR STORY?

DECIDE...

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

The decision is **YOURS.**

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jeanne@customerbliss.com

- Free Reality Check Audit
- Electronic Diagnostic

