

WOW !

**How are we going to
deliver WOW ! Service**

Agenda

- Review Agenda and Expectations
- The Value of a Customer
- What is 'WOW!' service
- Getting Feedback from Customers
- The Internal Customer
- From Words to Action

Lifetime Customer Values

A customer will spend £50 per week

50 weeks a year

50 years

Total value of the customer over a lifetime is

£125,000

Types of Customers

Raving Fans,
Advocates, Apostles

Delighted Customers

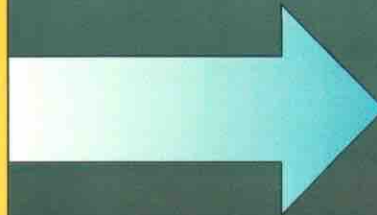
Satisfied Customers

Dissatisfied Customers

Terrorists, Get you
Back!

Satisfied Customers Occur When

What you
Provide



What you
promised or
what they
expected.

Mission Statements, Letter Heads, Yellow Pages

- Burton and Bray Ltd. :-
Your Local OK Supplier!
- Carling and Reed Ltd. :-
Buy from us , our service
is all right!

Satisfied Customers

- Continue to shop with us (so long as nothing better comes along)
- Are likely to provide 3 to 5 recommendations over their lifetime

Dissatisfied Customers Occur when

What You Provide

is less than

What you
promised or
they expected

Dissatisfied Customers

- Stop Buying
- Tell 9 to 10 people about their experience
- Exaggerate bad stories
- Tell our competitors (who tell their customers)
- Don't tell you (Only 1 in 25)
- Generally don't come back (Up to 90%)

***The power of Negative word of
mouth advertising***

Gerald
Ratner

Potential Dissatisfied Customer Losses

Relationship
Value
£125,000

X 10

£1,250,000

Most Causes of Dissatisfaction don't get reported because;

- Embarrassment
- Expectation (Nothing will be done)
- Fear of problems in the future
- Inertia
- Indifference
- Ignorance

*People who complain typically
spend twice as much as those who
don't*

- **We want
all your
niggles &
gripes**
- **Let us Know
if you are
unhappy with
anything!**

***Even the best Companies get it
Wrong !***

The real measure of
success is how we react
when we are told things
have gone wrong, and
what we do about it

Delighted Customers

What we need
are delighted
customers.

Satisfied
customers just
aren't good
enough.

**Delighted customers occur
when**

**What
you
provide**

Is greater
than

What you
promised or
what they
expected

***How much must deliver exceed
promise to create delight?***

By any amount that the
customer will notice and
value

Delight = Expectations +1

WOW!

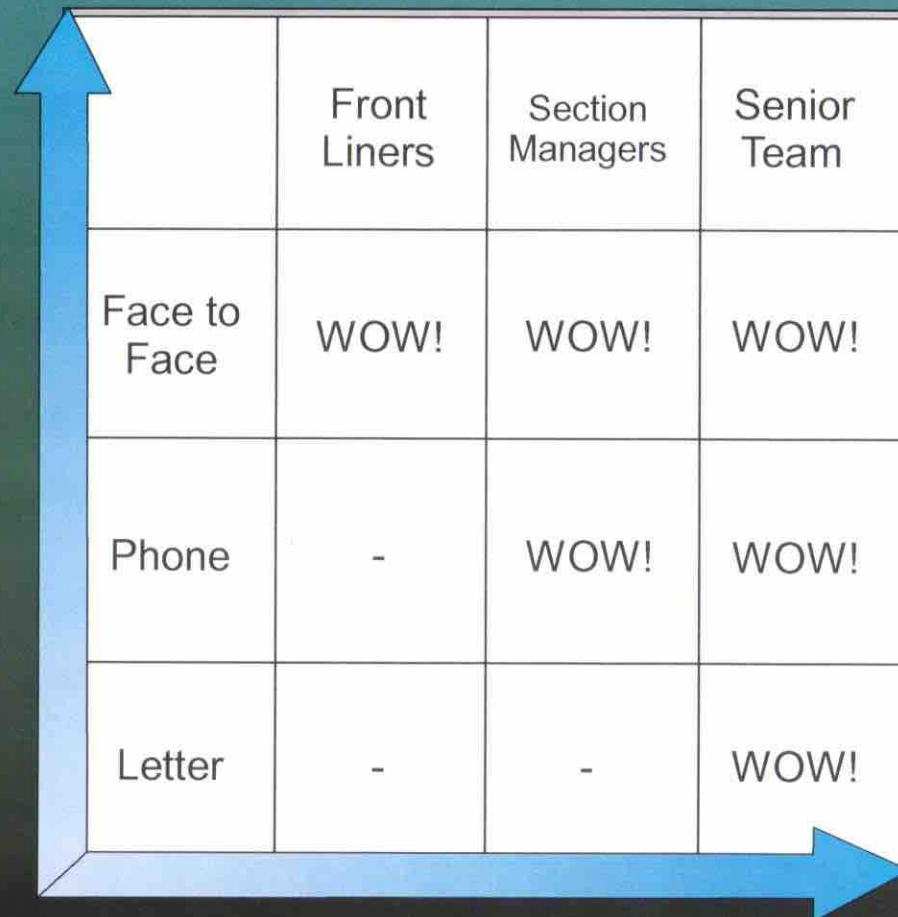
+1's

- +1%
- 1 More Smile
- 1 bit more thoughtfulness
- 1 more check to make sure everything is ok

The Best WOW! Factors

- They are instantly recognised and valued by customers
- They are quick and easy to do
- They cost little or nothing

A WOW! Chart

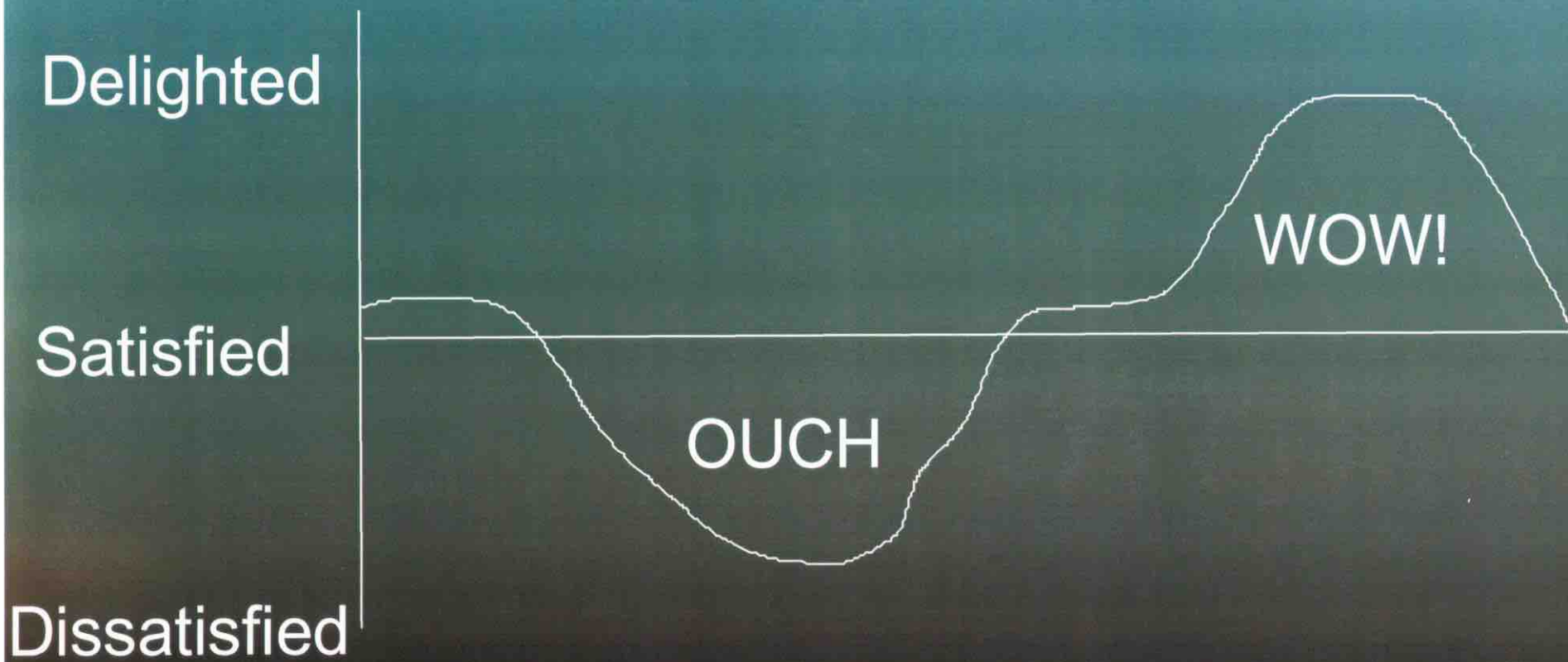


	Front Liners	Section Managers	Senior Team
Face to Face	WOW!	WOW!	WOW!
Phone	-	WOW!	WOW!
Letter	-	-	WOW!

A Change of Mindset

- Every time you meet a Customer imagine they have £125,000 imprinted on their forehead!
- Every time a phone rings, instead of hearing bringggg, bringggg, hear £125k, £125k!
- Every time you open a letter from a customer imagine it is a cheque for £125K!

WOW'S through dazzling recovery



Delighted Customers

- Stay Loyal to the store (even when they have problems)
- Tell 17 to 20 people about their delightful experience
- Become even more loyal after the recovery

Potential delighted customer gains

Relationship
Value
£125,000

X 20

£2,500,000

Delighted Customers

- RULE 1 - The Customer is always right
- RULE 2 - If the Customer is ever wrong then re read RULE 1

Getting Customer Feedback

- Customer Panels
- CSI's
- Complaint Process
- Doing the jobs that get you amongst the customers
- Wandering about where the customers are, listening and watching
- Becoming a mystery shopper of your own area

Listening to Feedback

Offensive-
'How dare you' or
'You don't understand'

Defensive-
'Let me explain' or
There is a good
reason for this'

Naive-
'That's interesting- tell me more'
'I see, what makes you think that'

CUSTOMERS

People who directly serve
Customers

People who serve people in
layer 1

Layer 1

Layer 2



Employees are also customers

- Find a way to say yes to a customer
- Find a way to say yes to a colleague serving a customer
- They need a caring environment
- They need things to achieve
- They need agreed Ethics and Values

***Good service isn't a
mystery.***

EMPLOY
NICE
PEOPLE

How we lose customers

- 1% Die
- 3% Move away
- 4% Are natural floaters
- 5% Move on recommendation
- 9% Find somewhere cheaper
- 10% Are chronic complainers
- 68% Go elsewhere because the people who serve them are indifferent to their needs

Employ nice people

- Only employ people who want to give excellent customer service
- One rotten apple can spoil the barrel
- Good staff will thank you and respect you for strong management
- You don't have to pay any more to get people who are caring and friendly and have a sense of humour.

Training

- We should be developing our people so they could leave us but motivating them so they stay
- The better the people the better the business
- One of our biggest challenges is to be worthy of the people we manage

From words to action

When you change things you may get weak support from those who believe they could benefit and strong resistance from those who are benefiting from the way things are now

Grand Slam V's Wild Fire

Grade A execution
of a Grade B plan
always beats Grade
B execution of a
Grade A plan

Abuse as a % of Returns

■

***Abuse as a % of all
sales***

■

The Plan

