

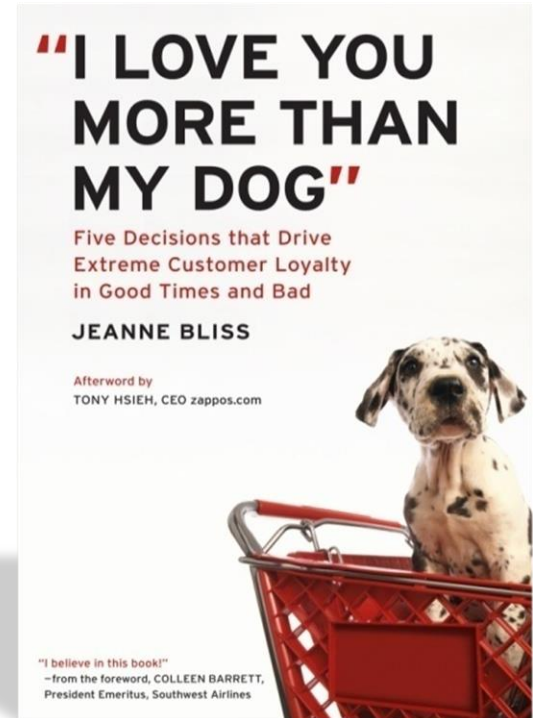
5 DECISIONS That drive:

- ✓ Devoted Customers
- ✓ Devoted Employees
- ✓ Business Growth

How Beloved Companies Decide to Run Their Business.

A Diagnostic to Help You Decide How to Run Yours.

Adapted from:



22%

WOM

*Sparked by
Advertising*

78%

*Sparked by
Something Else*

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		●		●	●	●

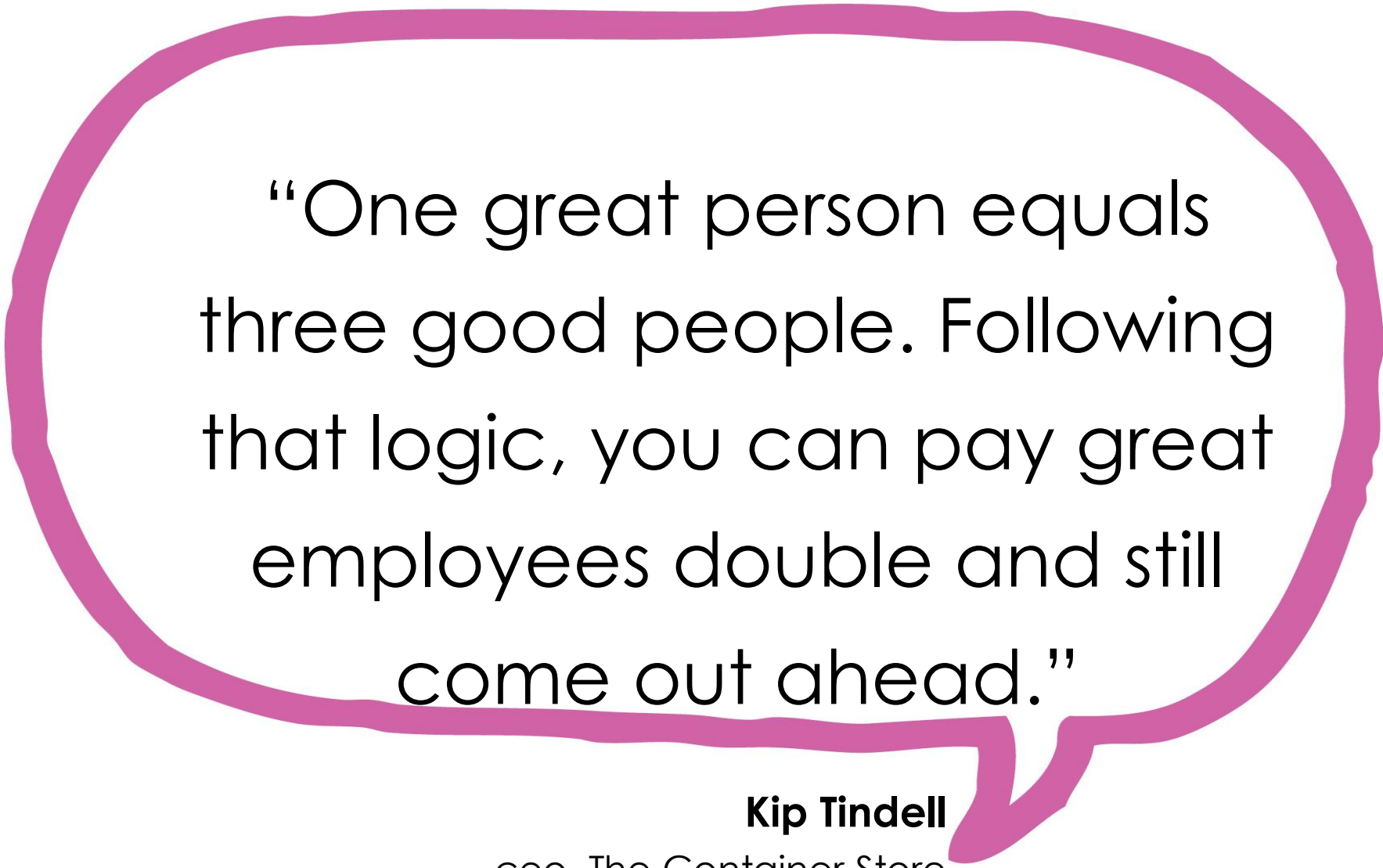


What's Your Story?

What are your decisions and actions telling employees, customers and the marketplace...about who you are, and what you value?

What's Our Story: How Do We Believe?

	Never		Sometimes		Always
1. In decision making, we yield to employees' instincts to do the right thing. <i>We believe in employees' values, 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"/>
	Never		Sometimes		Always
2. We invest heavily in training and development to prepare and enable peak performance. <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"/>
	Never		Sometimes		Always
3. We elevate the dignity of employees by removing unnecessary rules and policies. <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"/>
	Never		Sometimes		Always
4. In customer relationships we honor the dignity of customers. <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"/>
	Never		Sometimes		Always
5. We actively decide to be transparent with customers. <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"/>
	Never		Sometimes		Always
6. We believe customers are an asset, not a cost center. <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"/>
	Never		Sometimes		Always
7. We regularly use our products and services and interact with customers. <i>We eliminate detachment and cynicism by 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"/>



“One great person equals
three good people. Following
that logic, you can pay great
employees double and still
come out ahead.”

Kip Tindell

ceo, The Container Store

TOOL KIT #1:

Do We BELIVE Customers Are Assets or Cost Centers?

If we value customers as assets, what should we consider doing differently, when...

We first come in contact with them?	
They contact us for information?	
They register a complaint or a concern?	
They make a special request?	
They call with an urgent situation?	
They have a new life experience?	

What's Our Story: Do We Have Clarity of Purpose?

	Never		Sometimes		Always
1. We are clear about our purpose in supporting customers' lives. <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"/>
2. Our customer experience is defined the same by everyone. <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"/>
3. Our policies, procedures and operations are not guided by legacy industry practices. <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"/>
4. We have a purposeful beginning and ending to key moments of customer contact. <i>We focus on creating memories, rather than executing a set of tasks.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. We have a certain vibe that makes us unique. <i>Staying true to this vibe, to the feeling and attitude we portray is always considered in decisions and choices.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
6. Conditions for serving customers and supporting employees must always be met in decision-making. <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"/>

TOOL KIT #2:

Does Our CLARITY Deliver Customer Experience “Book Ends?”

What can we do to create a memory as we begin and close customer interactions?

<input type="checkbox"/> What impression do we want customers to have as they begin every interaction with us?	
<input type="checkbox"/> What impression do we want to leave our customers with as we complete an interaction with them?	
<input type="checkbox"/> How do we begin and end our interactions with them now? Are we consistent? Deliver a memory?	
<input type="checkbox"/> What's ONE THING we can do to improve the book-end -- beginning and ending of customer experiences?	

What's Our Story: Are we Real?

	Never	Sometimes	Always		
1. We reinforce empathy by walking in our customers' shoes. <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. In our communication, we "talk straight" and establish a voice of our own. <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"/>
3. We obsess about the moments of connection with our customers. <i>We relate personally with our customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
4. We make decisions by envisioning customers in their lives and become part of their lives in a natural way. <i>We build open and genuine relationships by staying connected with customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. We blend our personal instincts with our business decisions to achieve extraordinary outcomes. <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"/>

TOOL KIT #3

How REAL Is Our Communication with Customers?


“ACRONYM SOUP”

Abcdefg

1. Stand up, choose a partner.
2. Turn to your partner and begin a conversation using as much “lingo” and acronyms you use in your daily conversations.
3. Talk this “internal” talk for two minutes.

What's Our Story: Do We Decide to Be There?

	Never	Sometimes	Always		
1. We prioritize investments based on meeting customer needs and priorities. <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"/>
2. We are quick to fill orders in a manner that customers expect and deserve. <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"/>
3. We prepare and enable the delivery of heroic acts of kindness. <i>Our people regularly deliver "wow" moments to customers.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
4. We encourage customer participation in building our products and services. <i>We give our customers ownership.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
5. We know the moments in our customers' lives when they need us the most and dedicate parts of our experience to those moments. <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"/>



**Customer Service is
a day-in, day-out, ongoing,
never-ending, persevering,
compassionate kind of
activity."**

Leon Gorman
CEO LL Bean

What's Our Story: How Do We Say Sorry?

	Never	Sometimes	Always		
1. We have a rigorous recovery plan ready for a company-wide customer crisis. <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"/>
2. We let customers know when something goes wrong. <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"/>
3. We screen every day to know what events disappointed our customers <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"/>
4. We motivate and equip the frontline to think on their feet for customers in distress. <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. When failures occur, we act decisively, and in the customers' best interest. <i>We are accountable and responsible. This is our finest hour.</i>	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

TOOL KIT #4

How Good Are We at Saying SORRY?

Passing THE BUCK DEADLY EXCUSES

(that kill customer relationships)



1. Grab the buck from the end of your table
2. Hold the buck, give an excuse
3. Continue to pass the buck all the way down your table
4. Best “excuser” – you take the buck!

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



www.customerbliss.com

jeanne@customerbliss.com

- Free Customer Culture Audit

