





InfoEther



Top Ruby & Rails Team and Local Commerce Leader
Combining Agility and Innovation for Marketplace Dominance



Technology Differentiator

The other
differentiator...



“Caring Like Crazy”



THE
THANK YOU
ECONOMY

gary vay•ner•chuk

Author of the New York Times Bestseller *Crush It!*

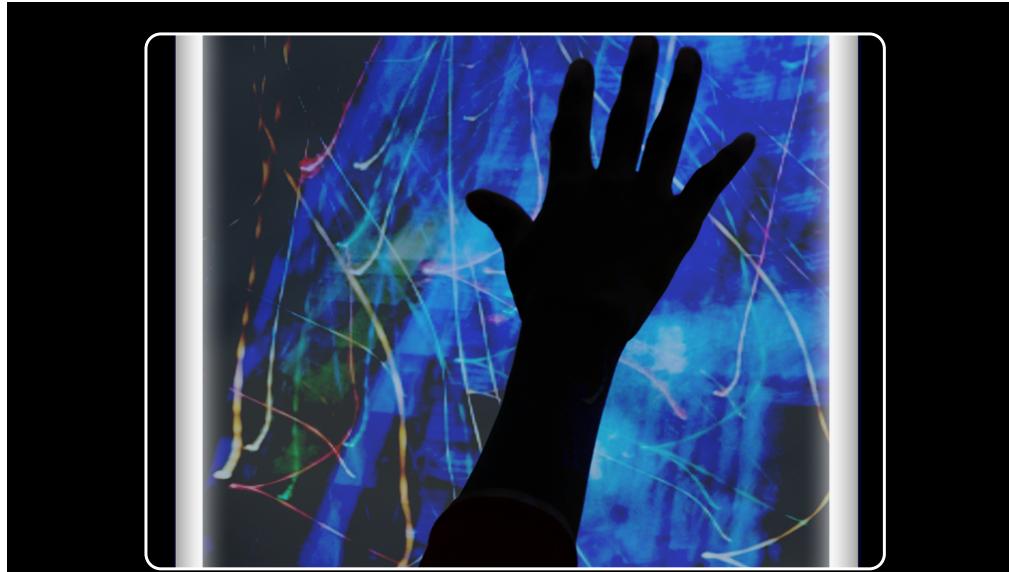
3/9/11 1:56 PM

Contemplating what
practices could constitute a
list of 'required' practices
for modern software
development





Otherwise Known as:
Service



Who's in a Service Job?



Yes, You.

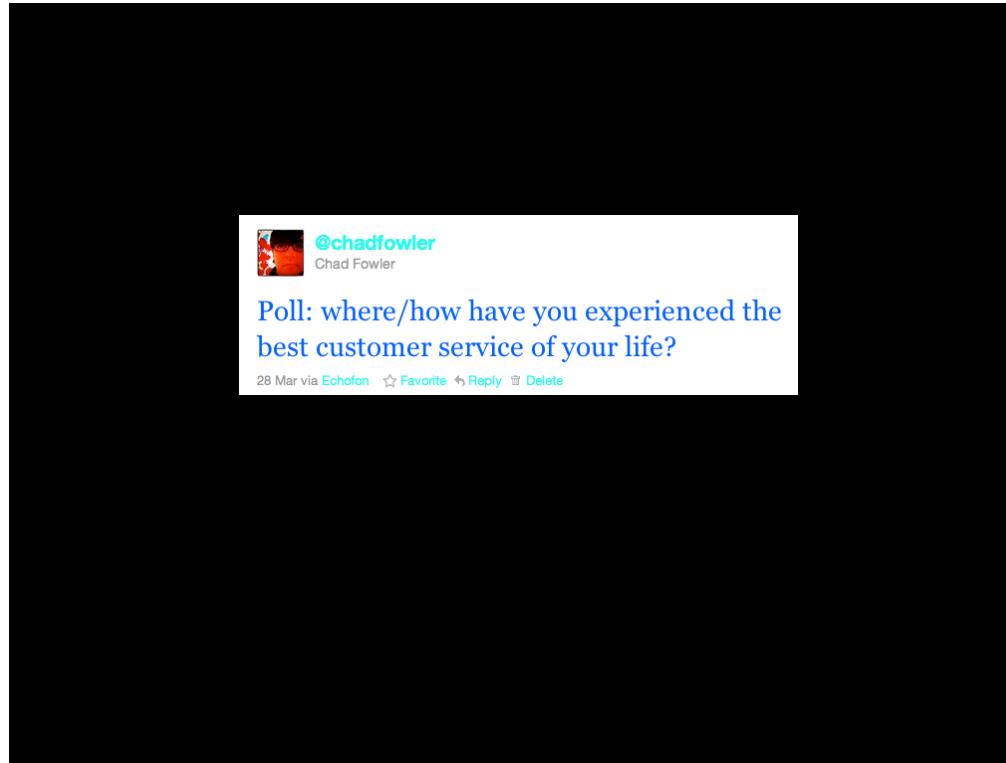


Experiences



Fight The Traffic

taxi



So what makes these experiences? I started by asking twitter.

| | | |
|--|---------------|--|
|  | jdegoes | Lexus dealership. |
| | 247 followers | |
|  | bketelis | 351 followe |
|  | 3x09 | 76 followers |
| | | Broke my answering machine with my fist when ex-girlfriend called. They still gave me a new one when I told them the sad story. |
|  | kenrickchie | 323 followe |
|  | morten_ni | 53 followers |
| | | projectlocker. Then again isn't the best customerservice the one you don't have to deal with? |
|  | cblbi | 223 followe |
|  | dnorthut | 41 followers |
| | | a steak restaurant in Circus Circus, Las Vegas, NV |
|  | lucasdiociocl | 134 followe |
|  | wphoehn | 8 followers |
| | | The Oberoi Amarvilas |
|  | soulcutte | 118 followe |
|  | ameuret | 40 followers |
| | | Also USAA. Telephone, website or iPhone app, always great. |
|  | jonhogu | 93 followe |
|  | airpanz | 33 followers |
| | | : Geico car insurance. Someone tried to steal truck radio, botched up the dash BAD. Fix'd paid 4 n back 2 me in 5 days w/rental. |
|  | jeremywoertin | 84 followe |
|  | swishstache | 17 followers |
| | | local Honda dealership. The buying process was a pain but every contact since (mostly service appointments) has been great. |
|  | tinco | 83 followers |
| | | I have a friend who returned a router at Dynabyte he had bought at Norrod :P (dutch elec. stores) |

7 Values

Curiosity



Empathy



Compassion



Generosity



Humility



Consistency



Gratitude





Curiosity

Who is your customer?

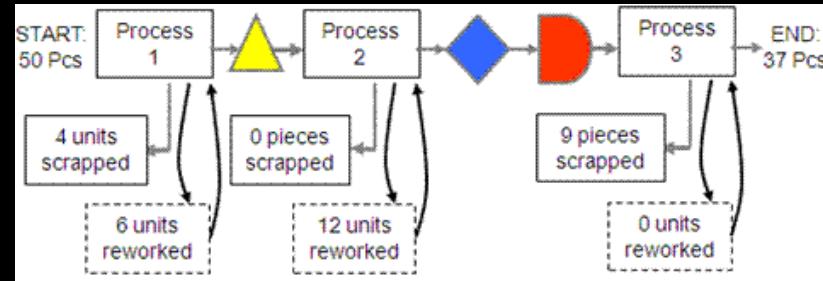
- My team
- Product Development
- Founders (boss)
- Investors
- Consumers
- Merchants
- Merchants' Customers
- Local business communities
- The economy



Chains of Service

Your customer, your customer's customer, your customer's customer's customer, etc.

Rolled Throughput Yield

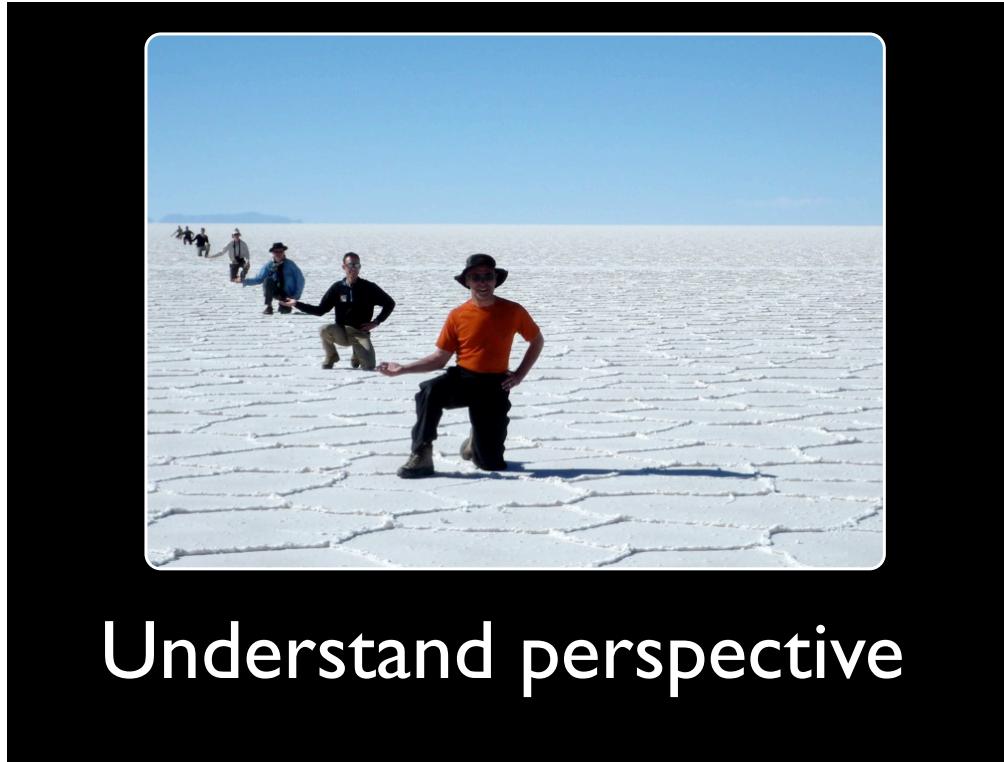


$$\text{RTY} = \text{Process 1 TPY} * \text{Process 2 TPY} * \text{Process 3 TPY}$$

<http://www.six-sigma-material.com/Rolled-Throughput-Yield.html>

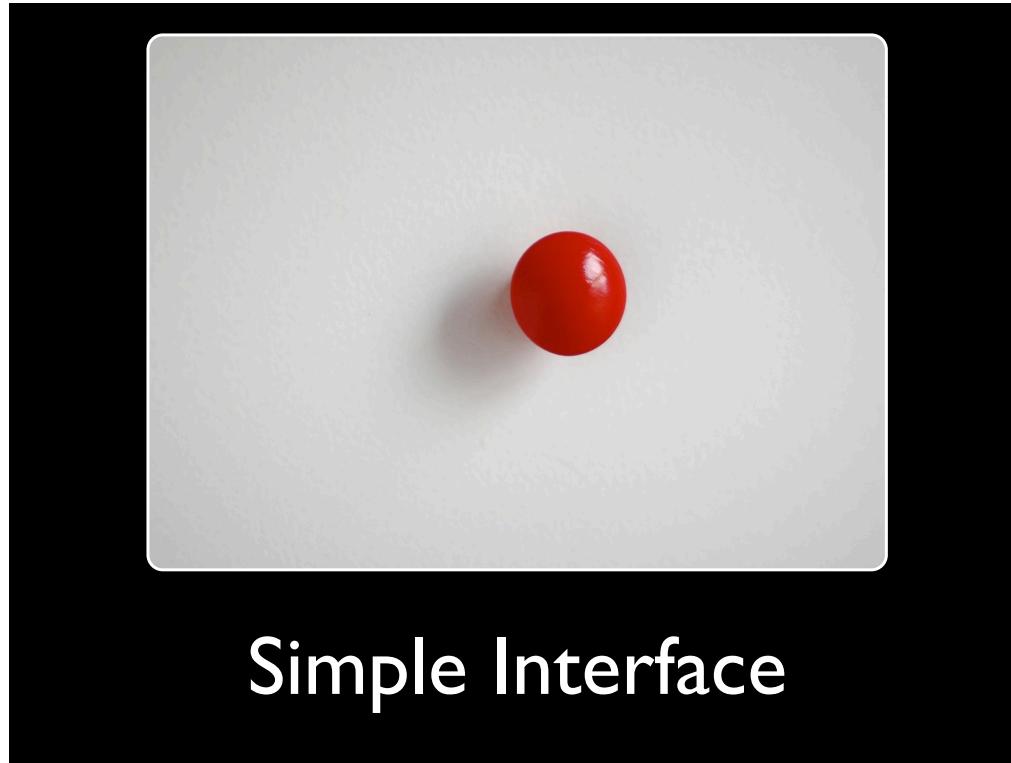


Empathy



Understand perspective

David at the Woodward



Simple Interface

United + Continental



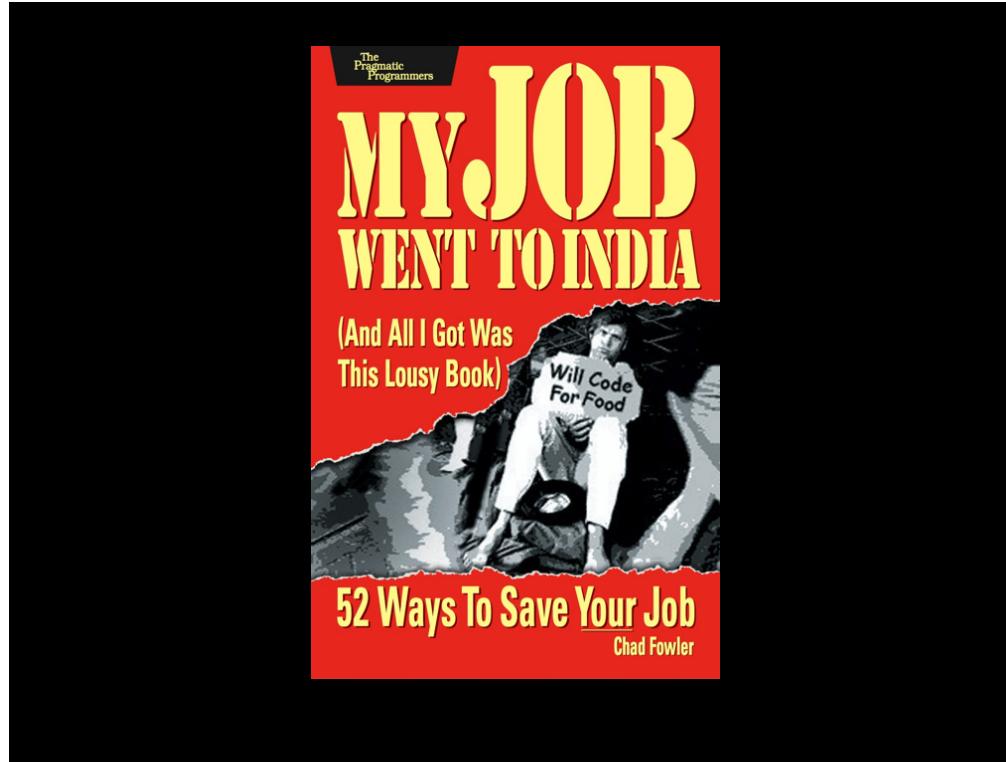
Adventure tour guide

Your customers are afraid of what you do. Recognize and alleviate that fear.

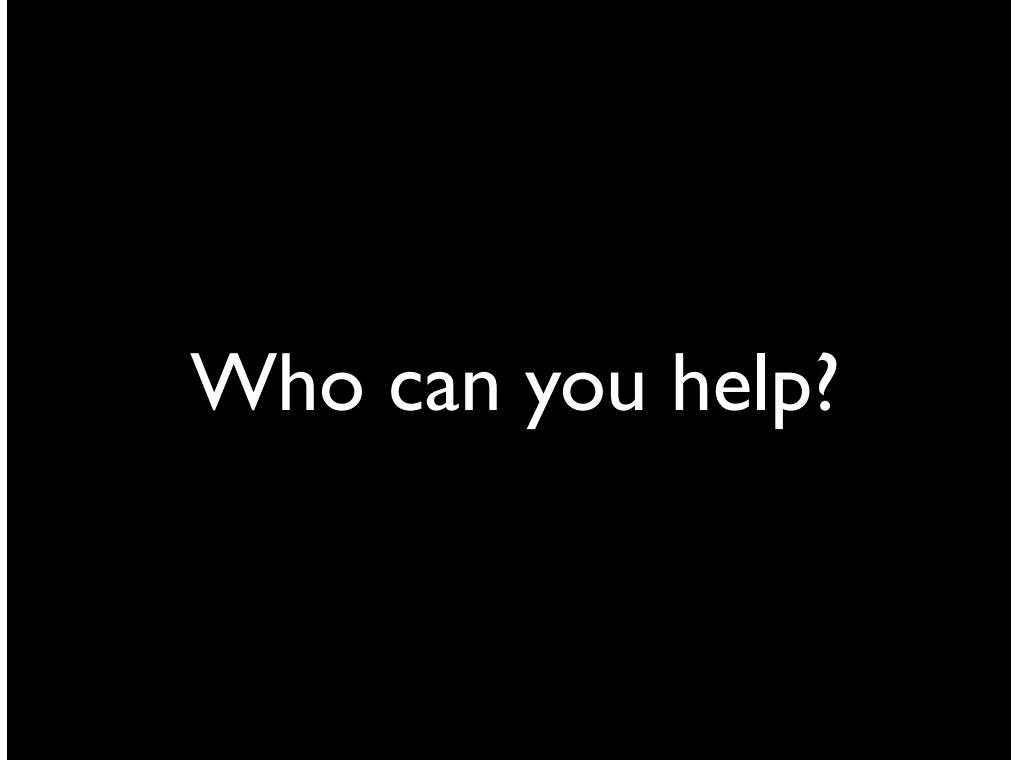




Compassion



Why I wrote the book. Who did I write it for? Not just “having written a book”. Not good enough.



Who can you help?

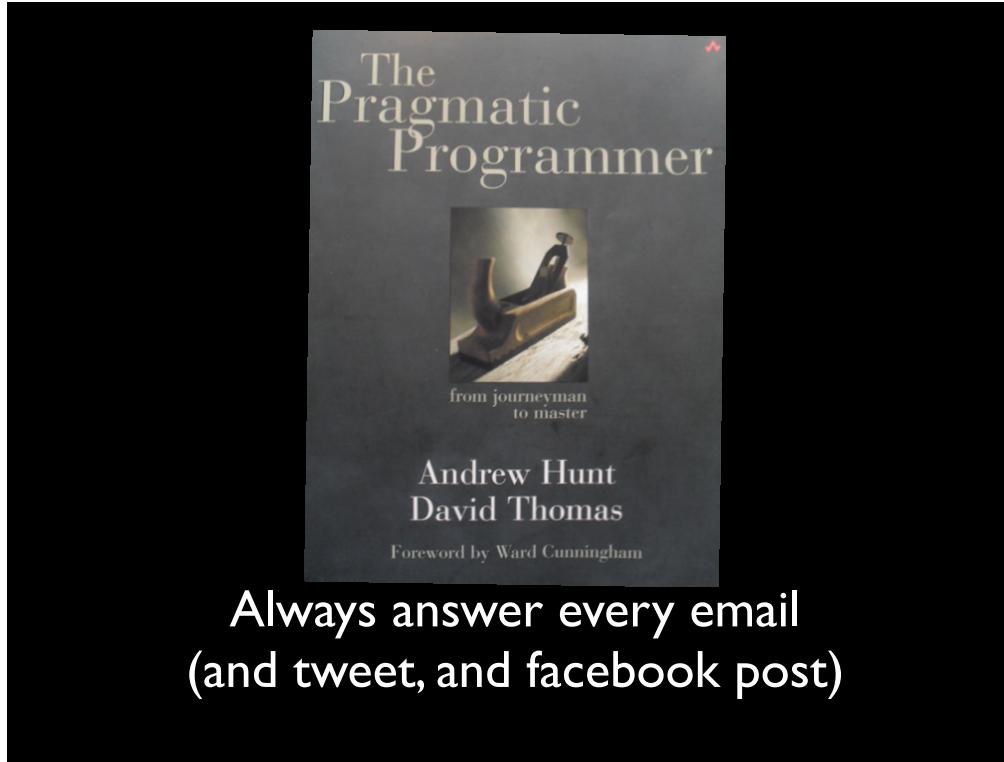
You know your customers. What does each need? How can you improve their experiences?



“Always think
how you can
help someone”

How to Call Attention To Your
Music - Derek Sivers

<http://sivers.org/pdf>



Always answer every email
(and tweet, and facebook post)

Pragmatic Programmer, Gary Vaynerchuk, recent twitter response from guy from france ("not used to such kindness")



Generosity

 **chadfowler** Chad Fowler
Poll: where/how have you experienced the best customer service of your life?
28 Mar

In reply to @chadfowler ↑

 **@jdegoes**
John A. De Goes

@chadfowler Lexus dealership.

28 Mar via Echofon [☆ Favorite](#) [⤒ Retweet](#) [⤓ Reply](#)

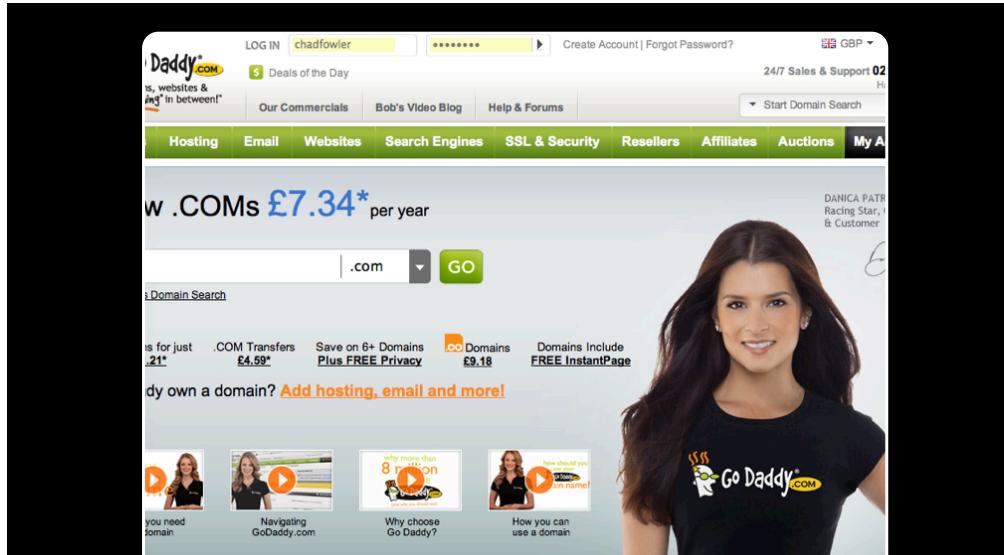
 **@chadfowler**
Chad Fowler

@jdegoes What was remarkable?

28 Mar via Echofon [☆ Favorite](#) [⤒ Reply](#) [⤓ Delete](#)

 **@chadfowler** The feeling that they'd do
10 minutes of work to save you one
minute of your time. Felt like we
mattered and would be cared for.

Posted at 2011-03-27 19:14:30
via Echofon
From: Boulder, CO



Your existing customers aren't "prospects"



CVS

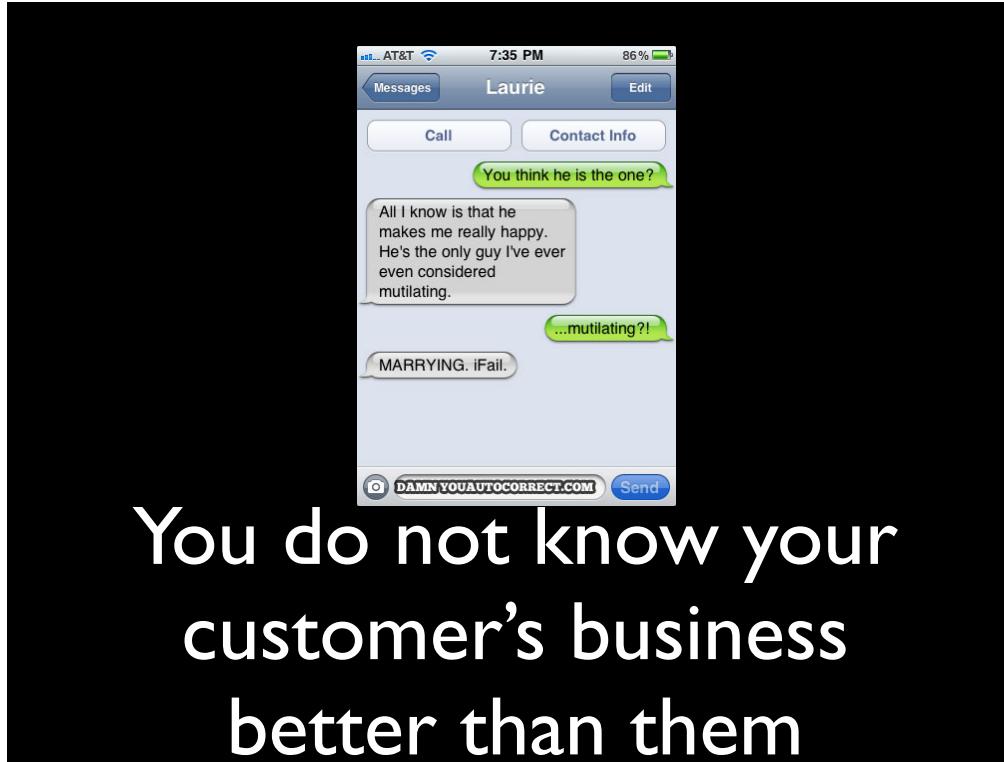


Employee Benefits

Give your employees more than they need to get the job done



Humility



You do not know your
customer's business
better than them

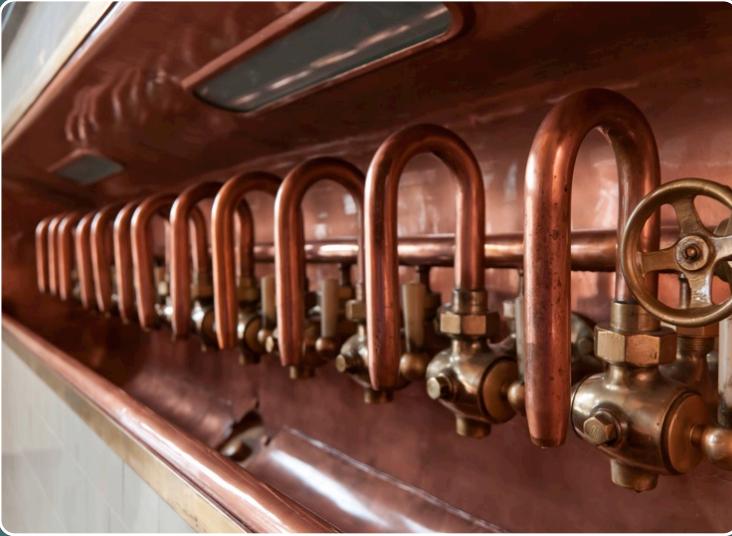
iPhone autocorrect

what if a company like ours was to say they would “teach you how to run
your business” – WTF?

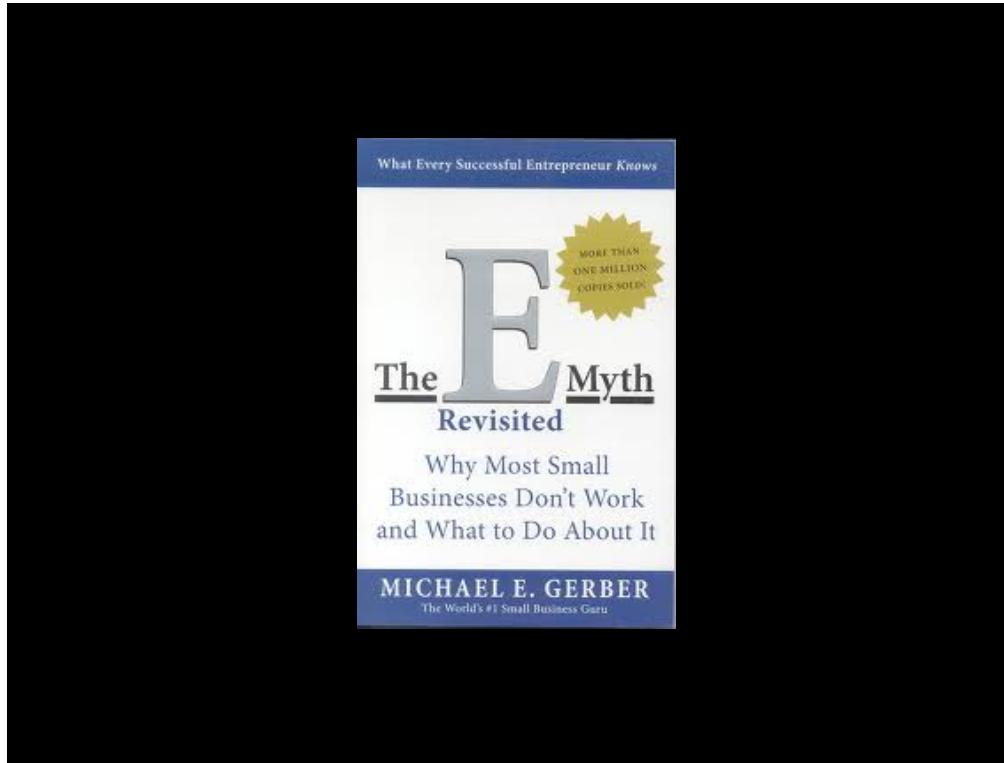


Be Transparent

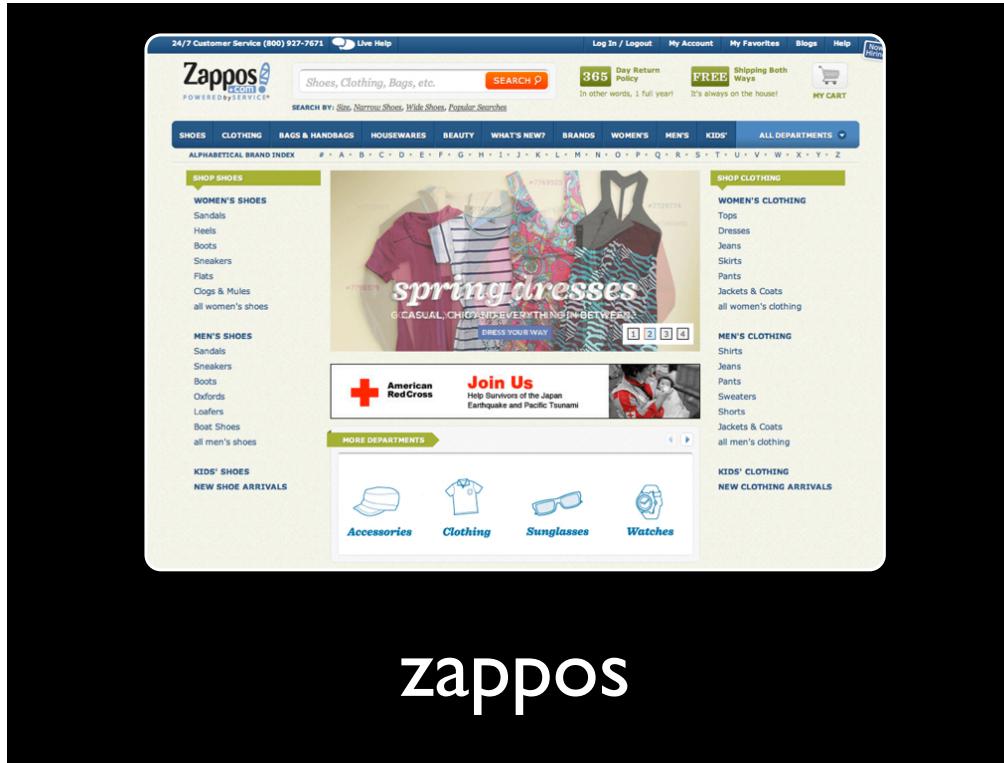
No hidden fees. No selling customer data. WYSIWYG. Example: LivingSocial as advertising model



Consistency

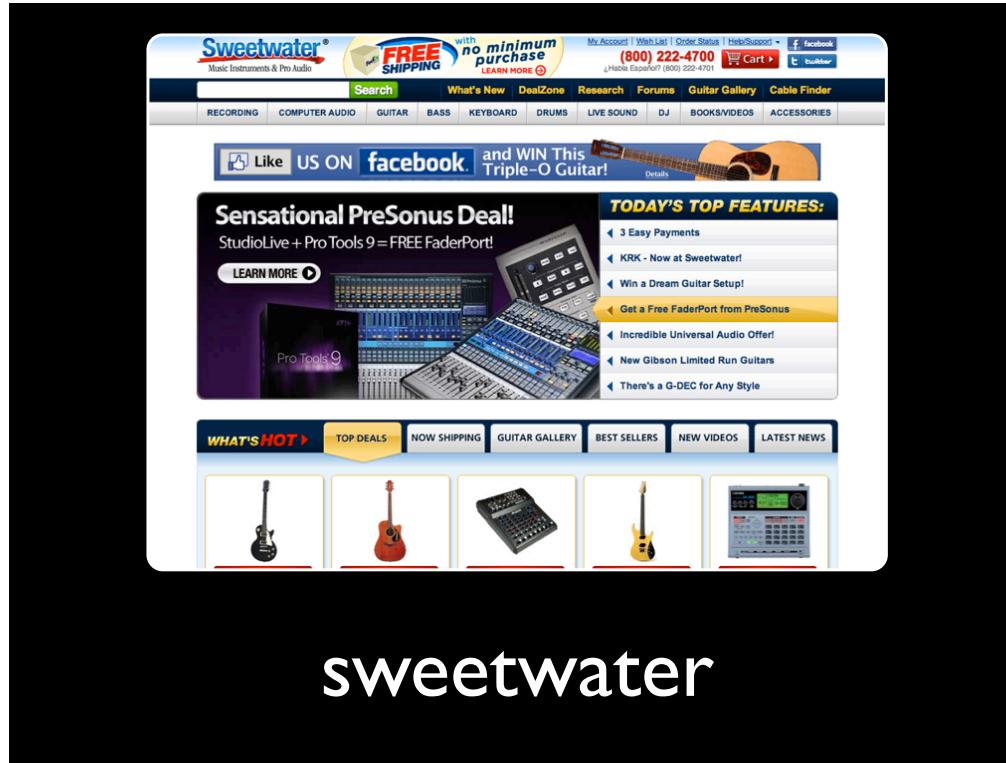


Systematize
automate or document
hotel story

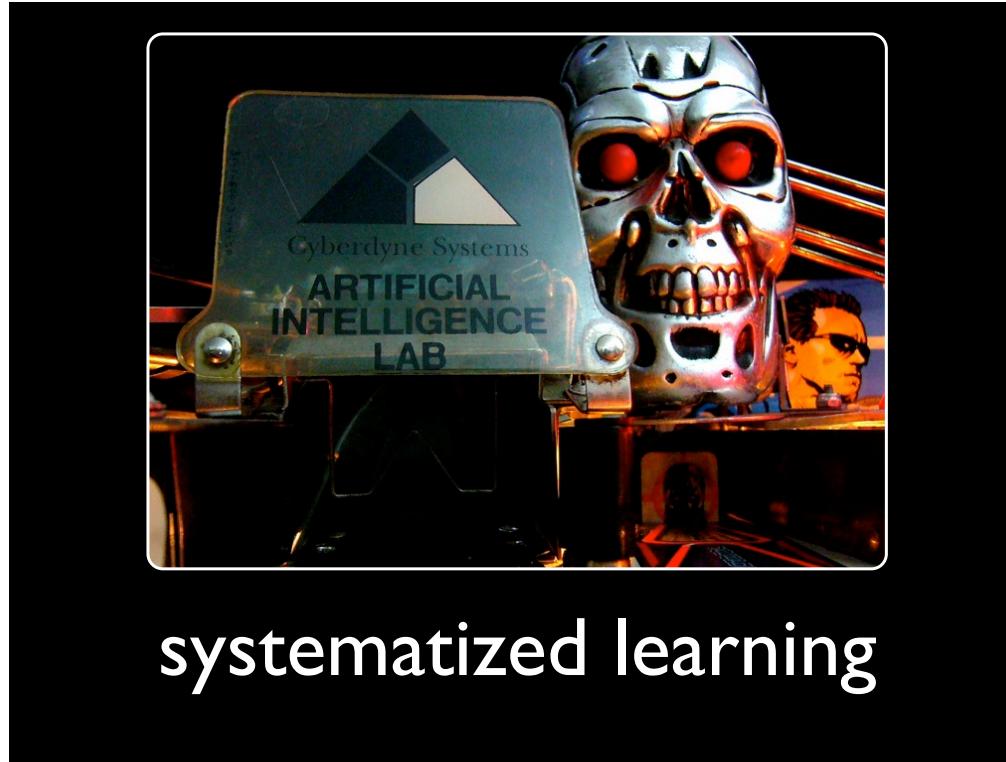


zappos

Automatic upgraded shipping



sweetwater



systematized learning

About specific customers

Customer types

Don't make the same mistake twice



Gratitude



Customers Provide Jobs



Say Thank You



Stomp Out Cynicism

7 Values

Curiosity



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Generosity



Humility



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Gratitude





Why?



Improving Lives

Like commission sales. Bread + butter day to day with occasional huge deals.

Pays bonuses in passion

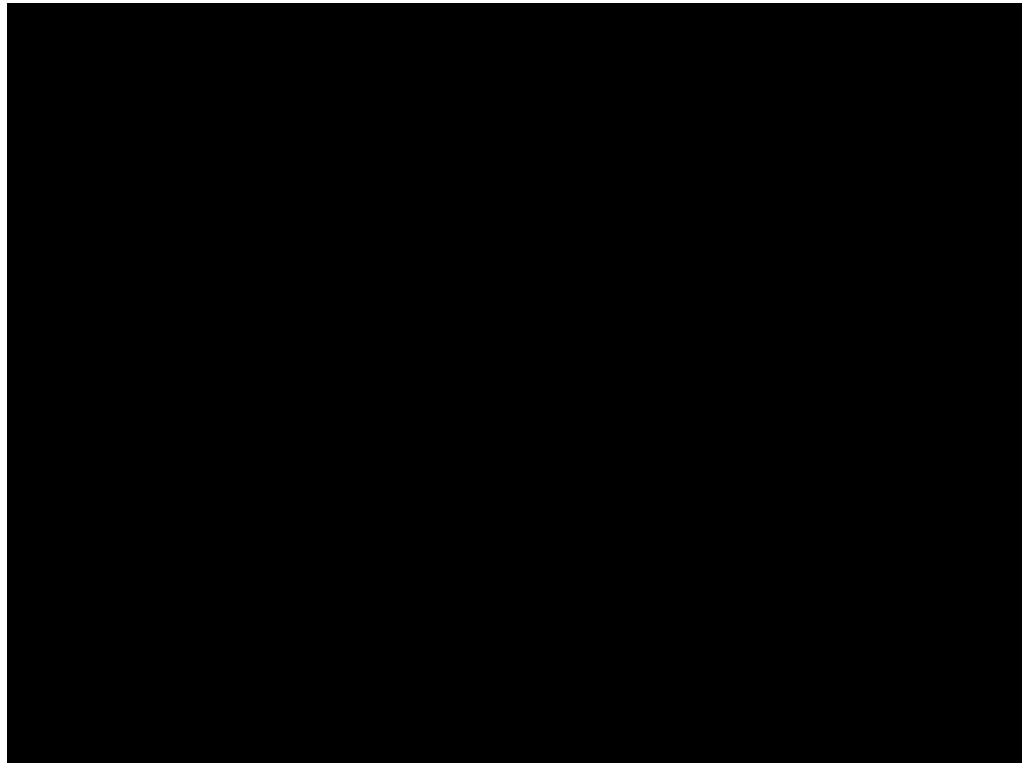


Thank You!



We are hiring world-wide! Talk to me!

Thank You!





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RubyMine by
 jetBRAINS
Develop with pleasure!

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 Engine Yard™

Speaker Sponsors



LocaleApp.com



NOT ON THE
HIGH STREET.
COM

The Happy Geek

Different Development



ELABS



//obtiva



gaslightsoftware



7Elements



dnsimple



PEWTER
WEB.CO.UK



Integralis
ideas. implemented.



asmallworld



peritor consulting

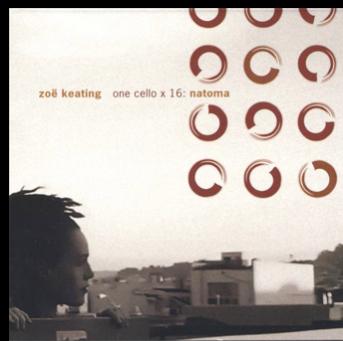




20,000 UKP raised by this conference!

THANK YOU!

19:30 avant-cello concert in the Library
Music for sale in the Grand Hall



Please make room and sit on the floor if in front