

# 10 + 1

# YOUR MISSION IS TO CREATE MORE +1 EXPERIENCES

You are "the difference that makes the difference" with our customers. What counts most is the experience they have with you and because of you.

## WHAT?

The customer experience that you manage, more than anything else, determines their ongoing customer satisfaction, retention, and loyalty to us.



Managing the customer experience well enables you and everyone on the team to have more job satisfaction, security and opportunity. Happy customers mean success and satisfaction.

## HOW DOES IT WORK?

You manage the customer experience to their basic expectations and nothing more. This experience is seen by them as routine, possibly polite however there is nothing about it that positively stands out.

# -1

# 0

# +1

A customer experience that falls short of their basic expectations. It may be perceived as **not** being easy, helpful, valuable, polite or pleasant by *the customer*.

You manage the customer experience so it is perceived to add value for the customer. It may be seen as you being particularly helpful, made it easier, faster or more valuable than expected and the experience positively stands out for the customer.

I can create +1 experiences by...

- 1
- 2
- 3

