



# How to make your profits take off through caring customer contact...

Wouldn't it be great if you were able to generate greater sales and profits with the help of your customers? Even better if you increase profits without spending another penny on sales and marketing!

You intuitively know how dangerous it is to take your customers for granted. And yet how many businesses do you witness delivering average, or even miserable customer experience?

Here's a bitesize business breakthrough to help you focus on delivering magical customer experiences. When you do, you improve profits because these same customers buy again, buy more, and buy more often. They also tend to recommend you to their friends and colleagues.

**STOP:** thinking your existing customer points of contact are good enough. It suggests you're taking your customers for granted which is never a good thing.

**START:** improving your customers' moments of truth (points of contact) and you'll be building a more successful business.

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### 1. Your 5-step moments of truth planning process:

#### A. POST-IT NOTE MOMENTS OF TRUTH:

Together with your people, identify each and every moment of truth (point of contact) a customer has with your business. Write it on a post-it note.

Then create a post-it note timeline showing, step-by-step, each and every point of contact – on your office wall or flip chart. It might look like this flip chart

#### B. COLOUR-CODE YOUR DIFFERENT TYPES OF CONTACT:

Now it's time to colour-code your post-it notes.

Using different coloured pens identify the different types of contact you have with your customers:

- face-to-face;
- by phone;
- by email;
- by post;
- by website page;
- by webinar

#### C. CHOOSE YOUR PRIORITIES:

Identify the 3, 4 or 5 most important moments of truth from your post-it note analysis.

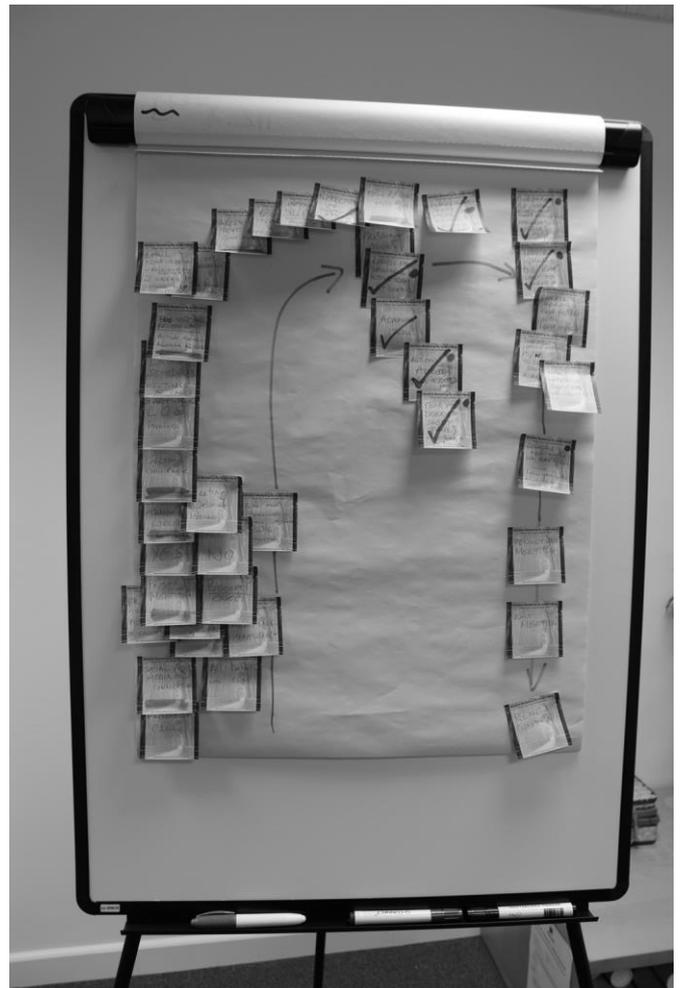
Limit your focus so you can make progress fast.

Can you see the 8 'ticks' which have been identified as the most important and moments of truth with the customer on this flip chart?

#### D. MISERABLE, NEUTRAL, MAGICAL ASSESSMENT:

With your team, assess your top 3, 4 or 5 moments of truth – are they miserable, neutral or magical, from your customer's point of view?

As explained in the Business Bitesize report two things determine whether a customer moment is magical, neutral or miserable for your customer:





# Customer Care Contact

Support tools and Resources

1. What and how you handle each customer moment – and these can ALWAYS be improved
2. The expectations your customers have of you, your people and your business

For example what are your expectations if you choose to fly with British Airways compared with flying with Ryan Air? Essentially you're buying the same result (get you safely to your destination) but your expectations are different depending on the airline you choose. You must identify what your customer expectations are of you.

**Magical** moment = you exceed your customer's expectations

**Neutral** moment = you meet your customer's expectations

**Miserable** moment = you do not meet your customer's expectations

One of our colleagues is a big fan of Pret a Manger. On a recent visit he was given an unsolicited free green tea. He wasn't expecting it. It was a magical moment. HE tells everyone about it! Pret a Manger invest in a cup, a tea bag and some hot water and get a raving fan! Magical moments need not be costly!

## **E. POSSIBILITY THINKING AND ACTION PLANNING:**

- Now you've identified your key moments of truth.
- You've also assessed them according to your customer expectations.
- And you can now assess if each 'moment' is magical, neutral or miserable.

Now it's time to brain-storm ways and means of upgrading your customers' experience of your business in some way.

Be open-minded and identify 'POSSIBLE' ways of improving each of your priority moments of truth. Be careful to consider every possibility no matter daft or outlandish. The worst thing you can do when brainstorming is allow anyone to 'dis' an idea.

When the possibilities dry up its time to discuss which ideas have merit and which ones should be left for another time.

Now it's time for you and your team to decide what to do to make any neutral moments magical ones. And any miserable moments either neutral or magical.

And then agree how, together, you make more magical moments happen with your customers.

And book another 'moments of truth session' in a few weeks time.

**IMPORTANT:** Customer expectations are changing all the time. Plus the difference between a neutral customer experience and a magical one can be very small.

As you improve your moments of truth think small not big. Make improvements one step at a time and build a culture of constant improvement rather than make one big step forward and forget it for 3 years!

**FOR EXAMPLE:** Your delivery times might be 14 days now. You can move customers from miserable to neutral (or possibly magical) by moving to 10 days this year. Move to 7 days next year and you have another magical improvement. Then, a year later, you might give a money-back guarantee if you fail to deliver in 7 days. And then move this to 5 days the following year.



# Customer Care Contact

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## 2. Moments of truth customer care contact planning:

MOMENT OF TRUTH	DESCRIPTION:	ISSUE/PROBLEM	RANKING	ACTION:
Store first impressions	Customer walks in the store & looks for the dept. they want	Signage is unclear. It doesn't enable visitors to see where to go in a 3 second look. We can see visitors frowning.	Miserable	Generate three alternative signage designs. Talk to customer visitors as soon as they frown to find out what they're looking for so we can choose what signs are needed.
Face-to-face in a group setting				
Face-to-face in a 1-on-1 setting				
Face-to-face in a group setting				
Phonecall 1-on-1				
Phone call conference call				
Web-conference 1-on-1				
Web-conference to a group				
By post communication				
By email communication				
By social media 1-on-1				
By social media broadcast				
By website broadcast				