

Simply satisfying your customers prevents your business from reaching its full potential...

When thinking about the focus of your business ask yourself the following question:

How often do you and your team talk about improving both your customer touch points and customer impact points?

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STOP thinking that satisfying your customers is enough

START treating your people in the way you want your people to treat your customers

1. The one 'Customer Experience' question you must ask to determine if you and your team are obsessing about loyal customers enough

How often do you and your team talk about improving both your customer touch points and customer impact points?

Where is the value in this question?

The value in this question prompts you to think about having 'Customer Experience' show up in your weekly team interactions (meetings), appraisal processes, training sessions and management meetings.

Most businesses get operations obsessed – they focus mostly on getting the work of the business done (without a focus on the customer).

Once you're talking more often about your company's 'Customer Experience' you can start to unlock the power of improving key customer impact points (behind the scenes) and key customer touch points (customer facing).

IMPORTANT: This question is about getting you and your team talking about 'Customer Experience' every week so that you and your team obsess about building customer loyalty by ...***creating a consistently above-average customer experience.***

2. Establish an internal ‘Customer Experience’ mantra and you can give everyone in your team a focus for building customer loyalty

In Sir Clive Woodward’s book ‘Winning’ he talks about winning the 2003 rugby world cup. Sir Clive describes an exercise with the Royal Marines where Sir Clive is challenged by the Marines about getting his players all aligned with their ‘noses all pointing in the same direction’. By getting the players aligned, ‘all singing off the same hymn sheet’ the team took a step towards winning the world cup.

Establishing a mantra for your new customer loyalty obsession can be a way of getting your team aligned too. It can create a language and a focus for your weekly discussions about your ‘Customer Experience’. Here are some examples of mantras in companies you may recognise:

“We Try Harder” is the mantra and advertising slogan for Avis Rent a Car.

Avis took the fact that they are not number one and exploited it, turning it into a brand promise. Both employees and customers get it. They may not be number one, but they want your business—and they will try harder to prove it to you.

“Aus Liebe Zum Automobil!” translated into English this is **“Out of Love for the Automobile!”**

The company might have taken their obsession with the automobile too far based on recent emission scandals but the people who work at Volkswagen at all levels of the organization do what they do because of their love for the automobile.

“Ladies and gentlemen serving ladies and gentlemen.” Is the example from the Business Bitesize report and brilliantly defines the environment, the experience, and the culture Ritz-Carlton are constantly moving toward.

These examples are extracted from the book ‘The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists’ by Shep Hyken

Try it now for yourself. Come up with your organisation’s mantra.

It should be one sentence long. It can focus solely on the customer experience, or solely on the employee experience, or it can concentrate on both, such as the Ritz-Carlton’s “Ladies and gentlemen serving ladies and gentlemen.”

It’s worth checking out Shep Hyken’s book for more on Mantras, but getting your team involved in developing your mantra will help build alignment:

“Making a mantra simple is not a simple process. It will take effort, both brainstorming and tweaking. You’ll come up with a phrase, live with it for a while, and end up changing it. It can be a tough process, but once you get through it, you will have a clear message about your company that both your customers and your employees understand. That is alignment!”

3. Here's how Bain & Co, international consulting firm, apply 'Customer Experience First' in a digital mobile world and Shep Hyken talking 'Customer Experience First'

Here is Gerard du Toit, global leader at Bain & Co talking through the essentials of applying customer experience first to businesses working in a digital age – simply click the image and go straight to the video:



And if you want to see and hear directly from Shep Hyken in interview with Fran Tarkenton (serial small business entrepreneur) check this valuable interview out – simply click the image and go straight to the interview:



4. Determine your company’s level of consistency and customer certainty

Why not have your team (and even get your customers involved) complete the following survey to determine your company’s level of consistency around your customers’ experiences:

	In each box record your score on a scale of 1 to 9...
1. On a scale of 1 to 9 , how would you describe your company’s level of consistency of customer care? 1-consistently poor; 5-hit and miss; 9-perfect every time	
2. On a scale of 1 to 9 , how would you describe your company’s internal processes and communication? 1-consistently poor; 5-hit and miss; 9-perfect every time	
3. On a scale of 1 to 9 , how would you describe your company’s level of customer retention? 1-worrying; 5-varies; 9-suggests real loyalty	
4. On a scale of 1 to 9 , how clear would you say you and your colleagues are about the company’s vision or brand promise? 1-have no idea; 5-some do some don’t; 9-we are all crystal clear	
5. On a scale of 1 to 9 , how certain would you say your customers are about your company’s brand promise, what your brand stands for? 1-have no idea; 5-some do some don’t; 9-they are all crystal clear	
6. On a scale of 1 to 9 , how often is there dissension or lack of trust within staff ranks? 1-zero trust; 5-water-cooler complaints; 9-everyone is onside	

<p>7. On a scale of 1 to 9 how easy is it for employees and customers to access upper management?</p> <p>1-almost impossible; 5-varies; 9-easily accessible</p>	
<p>8. How good are management at sharing best practices about customer care?</p> <p>1-consistently poor; 5-hit and miss; 9-perfect every time</p>	
<p>9. How good are you in your company at celebrating success?</p> <p>1-consistently poor; 5-hit and miss; 9-perfect every time</p>	
<p>10. How good are management at appreciating employees' efforts and results on customer care?</p> <p>1-consistently poor; 5-hit and miss; 9-perfect every time</p>	
<p>11. How strong and consistent is the customer care training in your company?</p> <p>1-consistently poor; 5-hit and miss; 9-regular high-quality training</p>	
<p>12. There is little or no training for soft skills.</p> <p>1-consistently poor; 5-hit and miss; 9-regular high-quality training</p>	
<p>13. Performance reviews are inconsistent.</p> <p>1-consistently poor; 5-hit and miss; 9-perfect every time</p>	
<p>14. Employees don't feel as though they are part of a team.</p> <p>1-have no idea; 5-some do some don't; 9-feel valued team member</p>	
<p>15. Employees have little or no authority to act independently to help the customer.</p> <p>1-no autonomy; 5-hit and miss; 9-fully empowered</p>	
<p>16. There is a lack of motivation and an attitude of indifference among staff</p> <p>1-worryingly low motivation 5-varies; 9-high motivation and care among staff</p>	

17. The company is operations-focused instead of customer-focused. 1-operations-focused 5-mixture; 9-customer-focused	
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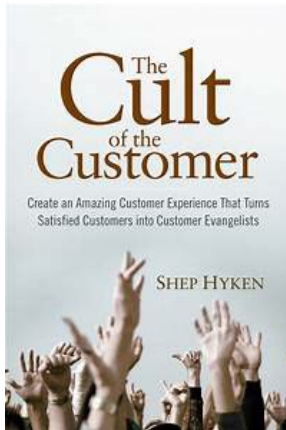
Once you know how inconsistent you are you can start reducing uncertainty and build a culture of customer amazement.

Hyken suggests you have to take your business up the ladder of customer care so that customers eventually say:



5. The Book

Hyken, Shep. *The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists* (pp. 40-41). Wiley. Kindle Edition.



The customer service operations manager of Toyota Motor Sales USA captures it best:

“Ultimately, we want loyal customers – not just loyal to our brand, but also to our dealerships. ‘The Cult Of The Customer’ teaches how to get customers, in virtually any business, to come back again and again.”

You can get the book here:
<http://bit.ly/cultofthecustomer>