

Strategy Guide and Action Plan



“Wowing” your customers..

Introduction

- What is going to make your business stand out from your competition?
- Customers perceptions, especially the first one, make a lasting impression
- Be aware of what those perceptions are based on – TOUCH POINTS
- Touch Points explained; individual experiences that build the customers perception of your business
- List all Touch Points for your business in detail
- An example –dining out at a Restaurant
- Create process around your Touch Points and put them into practice
- Build your ‘wow ladder’ with new exceptional Touch Points, by adding those unexpected extras, extra touches or extra deliverables
- Continue to make every single experience your customers have an exceptional one
- The results:
 - Will be a ‘buzz’ happening in the market place about your business
 - You and your team feeling great about coming to work each day.
 - Potentially an increase in word of mouth sales
 - Your customers loving being in your space and doing business with you
 - The more you delight them, the more they will buy from you and more often

Delivering a “WOW” experience explained

People expect a certain type of experience when they do business with a company. When you go above and beyond their expectations THAT’S when you create delight.

And when you create delight, you create a positive buzz which increases your referrals and your sales. Not only that, there’s also a flow on effect in all areas of a business – especially in morale, energy and productivity.

How to create a “WOW” experience

The first thing to consider is that a customer develops an impression of your business at many different points throughout a transaction. It is like a camera taking a snapshot!

The first impression they have is the most lasting so the first touch with your organisation is of critical importance. Let’s consider this as an example most can relate to:

When you dine at a restaurant there are as many 20 -25 or more touch points for you to be either delighted, have no impact or disgusted. The type of experience a customer has at any one of these touch points will have a bearing on whether or not they come back again. It will also have a bearing on whether they say amazing things, nothing or

damaging things about the restaurant to their friends.

25 basic restaurant touch points (with more in brackets and some tips to look out for)

1. **You see an ad for them** (*on a number of platforms, each one being a TOUCH POINT*)
2. **You ring** (*or book on line to reserve a table*)
3. **You arrive** (*car park, signage, lighting, all impact here*)
4. **You are welcomed and seated** (*or have to find a seat yourself*)
5. **The ambience** (*cleanliness, décor, noise level, smell, etc.*)
6. **Given menus and asked if you would like drinks** (*how were they dressed, polite, welcoming*)
7. **Drinks served** (*or did you have to get your own and how was that*)
8. **Given the specials of the day** (*did they know them*)
9. **Asked for your meal order** (*how was their knowledge of the menu and wine lists*)
10. **Bring out your first course** (*how was it presented*)
11. **Check if all is to your satisfaction early so there is time to rectify if all is not as you want it**
12. **Cleared** (*did they enquire if your meal was to your satisfaction*)
13. **Bring out your next course**
14. **Clear this course**
15. **You go to the toilet** (*was it clean, had toilet paper, means of drying hands, smell*)
16. **Perhaps order dessert or coffee, more drinks, this is potentially several more touch points** (*with regular check ins by the team keeping an eye on your progress*)
17. **All cleared** (*a final check to see you are happy*)
18. **Ask for the bill** (*is it prompt, professional, in a nice folder, or on a lovely plate*)
19. **Pay the bill** (*did you get a mint, a chocolate, anything*)
20. **You leave** (*are you escorted out, door held open, thanked*)

EXTRAS TO CONSIDER: - To escalate the experience

- Were you asked if it was a special occasion and if so, did you receive anything to acknowledge it?
- Did the toilets have lovely soap, hand cream, scent, plants, flowers?
- Did they upsell your chocolate to say it was made especially by the chef to say thank you for coming..
- Or even give it to you wrapped in cellophane and ribbon as a gift?
- Maybe even give you a complimentary dessert voucher to come and enjoy Chefs special dessert next visit
- A voucher, gift certificate, or present as a surprise value add gift that wasn't part of the intended purchase where you make it clear it is a bonus and special for them, and WHY, so it is perceived as going the extra mile will add a delight factor.
- Did they call or email you after you dined with them to thank you?
- To make an offer of joining them on another occasion to enjoy some wine, or a token with their compliments
- Did they keep in touch to let you know when there was something festive that may be of interest to you

If this is you at this restaurant, the type of experience as a customer you have with any of these touch points will have a bearing on whether you come back again or not. It will also have a bearing on whether you say amazing things, nothing, or damaging things about this restaurant to your friends, family work colleagues, etc.

Key points to add to your Action Plan: -

- Create a "WOW" experience for the customer at EVERY "touch point".
- Ensure that the ""WOW"" that you create solves a frustration or appeals to their control needs.
- Maintain consistency through ALL areas of your business.
- Commit to Constant and Never Ending Improvement.

Action Plan

What	Why	Who	When
Identify “touch points” using the Restaurant as the example.	To know what customers see, so you are aware of where outstanding customer service can be implemented and where poor customer service can be eliminated		
Identify customer frustrations and possible disasters	Enables you to see what annoys customers so you can put in place measures to turn that annoyance to delight	Your team members	
Brainstorm ideas to address frustrations and control needs at each touch point	Gives you a framework for your customer service standards, gets your team involved in the process	You and your team	
Develop a set of customer service standards	Gives you a consistent way of operating so customers know what to expect, all the time, every time, from all your team		
Implement best suggestions	Ensure the initiatives you’re about to employ are likely to have the biggest impact		
Put testing and feedback measures in place	See how each initiative is working and make adjustments where necessary		
Find ways to excite and add value	Add value, gifts, thank you messages, deliver the unexpected- what can this be, after sales contact, etc.		

Remember to add who, maybe even elect a team member to project manage this, and put in time lines and keep to them.