

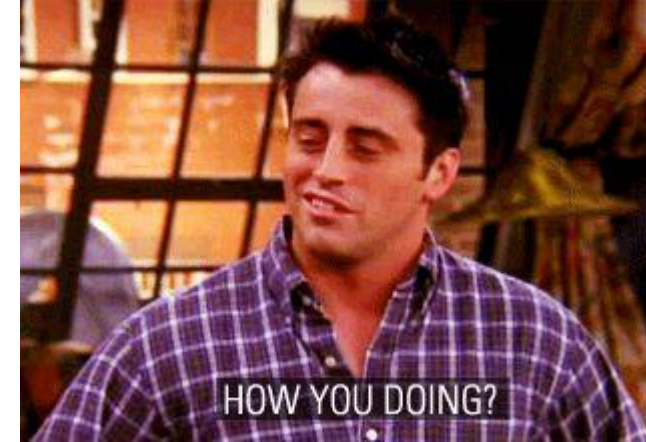
DELIVERING THE CUSTOMER EXPERIENCE- Kung Fu

CX is all about the value that accrues as you nurture a relationship over time through connection, trust, loyalty, recommendations, and sharing-[Ted Rubin](#), **CMO of [Brand Innovators](#)**, co-author of [Return on Relationship](#)

L. Shawn Lindsey, Executive Director of
Spearhead Trails



What we can learn from Joey, “How you doin’”



Interactive- Practice engaging with people- People that have a positive Customer Experience spend 140% more and are worth 10 times their initial purchase by becoming loyal customers.

https://www.bing.com/videos/search?q=how+you+doin+Joey+compilations&&view=detail&mid=359B90842B2DD0C77D95359B90842B2DD0C77D95&&FORM=VRDGA_R

1. You don't have to mimic Joey, but you need to practice your engagements, make them sincere, personal, and give the customers your attention. See the customer. You are trying to woo the customer.
2. Lesson from Dad- Have an original come back- Finer than Frogs hair, gooder than grits and God knows grits is good. Everyone loves a character.

Customer Service is extremely important, but often it is reactive. Delivering great customers experiences is proactive.

Great Customer Service in 6 Steps

By the time someone complains, their experience is already ruined.
Pay attention! Anticipate problems and prevent them.

Pay attention!

Put away what you think the customer wants.
Listen to the actual words and actions they are giving you.

Listen!

Nothing can make up for not doing what you say you'll do.
Execute! Deliver exactly what is promised.

Execute!

You can't read customers' minds.
Ask how they're doing and what can be better early and often.

Ask!

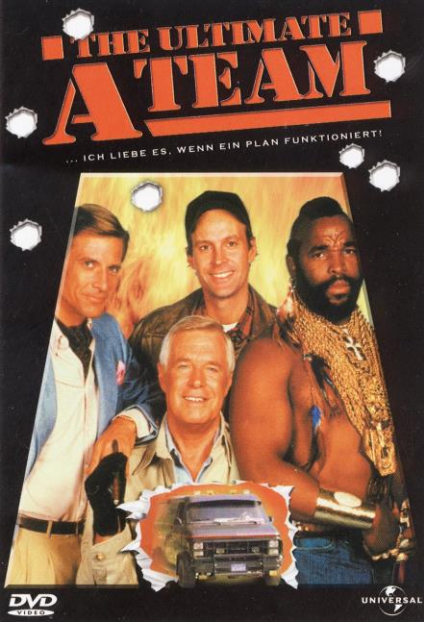
Put away your ego and pride.
Whether you're right or not, the customer pays the bills.

Serve!

Customers always have expectations and preconceptions.
Exceed them every time and they'll always come back.

Exceed!

Learn more ways to Awaken Your Superhero at www.ChristopherSPenn.com | @cspenn



You need an A Team to deliver a great customer experience:

1. You can't expect your team to treat customer well if you treat them badly.
2. Be passionate about the job so that passion can be infectious.
3. Screen for positive customer oriented people when you hire them. Make sure they are smarter or better than you are in at least one area.
4. Train and talk about the customer experience often.
5. Teach them to listen to customers by listening to them.

CX-It's every contact the customer has with your people, your product, and the way it's delivered- Shep Hyken *"The Amazement Revolution"*

A brand is defined
by the customer's experience.
The experience is delivered
by the employees.
~ Shep Hyken

Don't Be a Sumo



1. Sumos square off with Customers instead of being on their side.
2. When customers push they push back
3. When Customers complain they push back and quit listening. Remember you may have heard the complaint 100 times, but it is new to them.
4. They believe they are in a contest with a customer and not on the same team. "I got to prove them wrong attitude"
5. We need to remember the main thing and forget the fake main thing.



A true warrior is always armed with three things: the radiant sword of pacification; the mirror of bravery, wisdom, and friendship; and the precious jewel of enlightenment.

Aikido is the principle of non-resistance. Because it is non-resistant, it is victorious from the beginning. Those with evil intentions or contentious thoughts are instantly vanquished. Aikido is invincible because it contends with nothing. - Morihei Ueshiba-O Sensei

Lessons on Passion with Sam B

1. Passion sells
2. Passion makes up for lesser talents and quality. We may not be the best, but we need to act like it.
3. Be you, not a robot- they need an original experience not wrote.
4. Enjoy your job
5. Love people and see their beauty



<https://www.bing.com/videos/search?q=sam+b+america%27s+got+talent&&view=detail&mid=7A8847071A08BFE173417A8847071A08BFE17341&rvsmid=2791CBDF4530D896286C2791CBDF4530D896286C&FORM=VDMCNR>

Learn what not to do- Soup Nazi

<https://www.bing.com/videos/search?q=Soup+nazi&&view=detail&mid=3B1ED284359E7CA05D523B1ED284359E7CA05D52&&FORM=VRDGAR>

1. Was the product good?
2. Was he consistent?
3. Did he offer an unique customer experience?
4. Was he passionate about his product?
5. Where his customers loyal?
6. Did he enjoy his job?
7. Did he love his customers?

“A company can differentiate itself from competitors in one of two key ways: by providing superior customer experience or by offering the lowest prices.” - *Irving Wladawsky-Berger*

Going the Extra Mile- “The Juice is Good”

<https://vimeo.com/148763852>

1. Was the entire staff dedicated and passionate about the customer experience.
2. Did they go the extra mile for the customer.

* Did they get in the way of the Customer Experience. Beware of getting between the customer and the product.

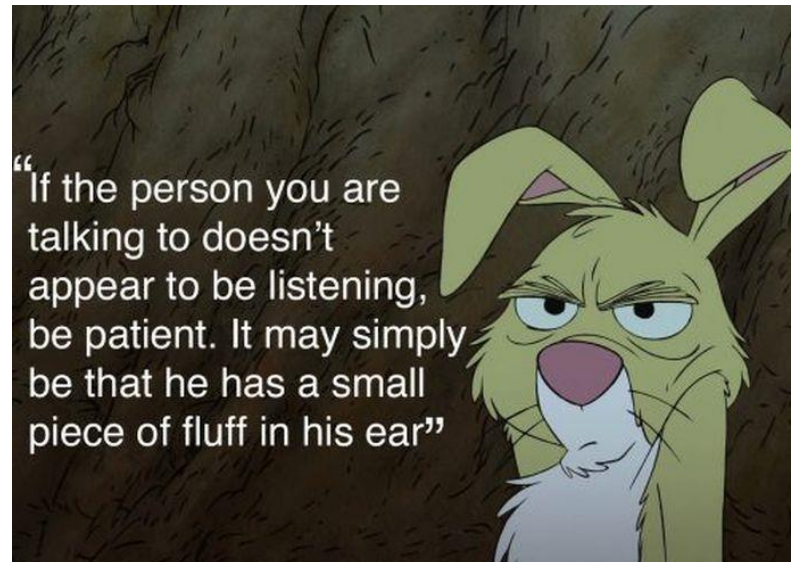


The true test of business's customer service fitness is not when things are going right - but rather what is done when things go wrong.

Steve Ferrante

LESSON FROM WINNIE THE POOH- LISTENING, FRIENDSHIP, GRATITUDE

1. Complaints are not always what they seem and not always about you Plato said, “ be kind for everyone is fighting a hard battle.”
2. Some complaints can be fixed some need a perceived fix there are real problems and perceived problems
3. Some people are professional complainers and you have to let them do their job and move on.
4. Always exercise gratitude when dealing with customers



Don't underestimate the value of Doing Nothing, of just going along, listening to all the things you can't hear, and not bothering.



Winnie-the-Pooh
fictional bear created
by A. A. Milne

QuoteHD.com



Lesson from Don Quixote

<https://www.bing.com/videos/search?q=Man+of+la+mancha+scenes&&view=detail&mid=3D3C26C1A24B0C3F7E473D3C26C1A24B0C3F7E47&rvsmid=9A6B2660D24D728B80419A6B2660D24D728B8041&FORM=VDRVRV>

<https://www.bing.com/videos/search?q=Man+of+la+mancha+scenes&&view=detail&mid=2D22CD572D3B4D9AD5842D22CD572D3B4D9AD584&&FORM=VDRVRV>

1. See your self as you want to be if that means your are a knight, a hero, or a best friend just be it. You can chose who you are and we are not limited by our circumstances or how others see us.
2. See people not how they are but how they could be! Everyone is your best and most loyal customer.
3. People often respond to expectations!

<https://www.bing.com/videos/search?q=Man+of+la+mancha+to+see+life+as+it+should+be&&view=detail&mid=8F0E661500E1AA0835E58F0E661500E1AA0835E5&&FORM=VRDGAR>



Delivering the Customer Experience Kung Fu



1. How you do it-Be you, engage with people, practice good engagements, see the customer.
2. Do Customer Service Right – Pay attention, Listen, Execute, Ask, Serve, Exceed
3. Develop your A-Team- Every employee is crucial in delivering the customer's service. Practice with them all the time and lead by example.
4. Don't Be a Sumo- Forget the fake main thing and remember the main thing- Delivering a great customer experience. Use nonresistant technique of the sword of pacification, mirroring wisdom and friendship, the jewel of enlightenment. If you contend you lose if you don't contend you can't lose.
5. Sam B lesson on Passion- Make your passion your business, your job, and doing it well, learn to see beauty in your customers.
6. The soup Nazi- Recognize the things you don't do well and improve learn from mistakes.
7. The Juice is Good- Going the extra mile. Have a plan to go the extra mile when things don't go well and don't get in the way of the customer and the product.
8. Winnie The Pooh- Listen and exercise gratitude at all times. A lot can be solved by just listening and exercising gratitude. Then fall back on the customer service rolls.
9. Don Quixote- Be your best self, see others not how they are but how they can be, and understand that people often rise to what is expected when we expect the worse or expect the best we are often not disappointed.
10. You don't win every battle so like Bobby McFarinn Said, "don't worry be happy"
<https://www.bing.com/videos/search?q=bobby+mcferrin+don't+worry+be+happy&docid=608007234252572694&mid=D88FC3B4111556421C45D88FC3B4111556421C45&view=detail&FORM=VIRE>