

Summary of the book:

“Totally Awesome Customer
Experience”

by Garry W. Millet

Summary prepared by

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Delightful content

1. Delivering an experience
2. Revenue architecture
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Delivering an experience

We know our clients, but that does not by itself makes us able to deliver them a good experience, let alone an awesome experience.

- ✦ We aim to have the client in a state of delight.
- ✦ Let's learn about ourselves and the customer:
- ✦ Remember, the customer is not interested in our customer satisfaction reviews.

Delivering an experience

An awesome customer experience is never delivered through one aspect, the whole chain has to be geared towards success:

- Find it
- Get it
- Use it
- Fix it

Delivering an experience

Do you manipulate the customer or is the relationship more the that?

Where is your customer focus best felt?

Sales
Marketing
Design
Engineering
Finance
Suppliers
Retailer

Mostly all efforts are focussed on operational excellence because that's how the workforce is measured!

Choice of our focus is often decided upon, where we are best able to measure it!

Revenue architecture

4 M's of the architecture

- Mobilise
- Manage
- Maintain
- Motivate

Revenue operational

- Branding
- Customer focus
- Relationship building
- Bonding
- Loyalty scheme
- Structured performance

Absence of a sound revenue architecture leads to:

- Random acts in chaos
- Random acts of excellence
- Rapid migration
- Recline profitability

Revenue architecture

Revenue architecture is based on:

Customer focus, knowing who and knowing what!

Customer trust currency, emotional balance!

Awesome Customer Experience only through:

- Making promises the customer wants
- Deliver the promises made
- Emotional trust bonding

Facts

- Retaining 5% more customers increase revenue by > 85%
- Cost of a new project is 5 x higher as to retain existing client
- Delighted customer tells 4 other people
- Dissatisfied customer tells 10 other people
- Uninspired customer tells non

Facts

- 70 % of the customers are in flux
- Average organisation loses 20 – 30 % of its clients

In Health Insurance (USA) 87 % are not loyal to their insurance, and 79 % are not loyal to their physician.

For those loyal, loyalty was based on trust and personal relationship. (millet)

Trust

Trustworthiness

Values of:

Sincerity
and
Honesty

Trust ability

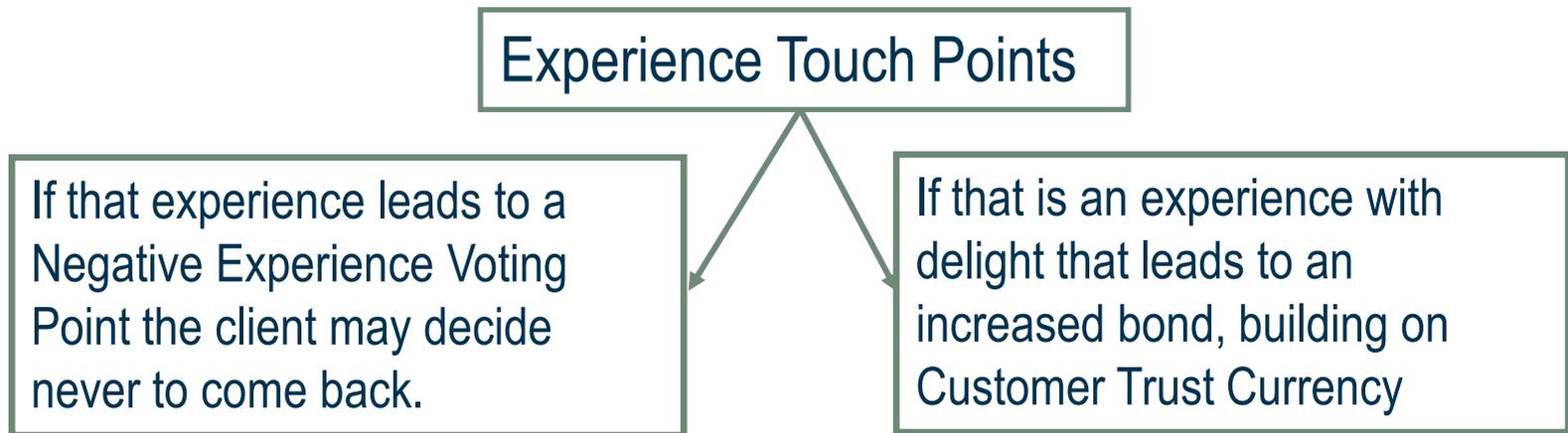
Competencies:

Reliability
Dependability
and
Competence

This is applicable for the whole value train from very first logistical moves through operations to the utilisation by the client. An organisation thus builds trust when actions and behaviour are consistent with their promise.

Trust

There are three contact moments with the client:
Get it, Use it, Fix it.



Invest in optimising your Experience Touch Points, create delightful customers, value the customers vote, the customer knows what he/she experiences.

Trust

The flaw of customer satisfaction is that is measuring, data mining, report instrument, instructions, textbook, it has no pulse. There is no relationship with emotion.

- Customer satisfaction is operational efficiency!
- Customer satisfaction survey improve operations!
- Customer delight is trust relationship!
- Customer delight is professional, honest, courtesy!

Customers do not care about your operations, they care about their own experience!

How to introduce TACE

The big steps for making a TACE:

1. Map your product groups and services.
2. Decide on the experience per product group per audience selected.
3. Chart the audience
4. Map Customer Experiences by matching the audience with product and experience

The performance in communication is now manageable the messages are consistent the messages have purpose the staff feels more supported, the clients receives a delighted experience.

How to introduce TACE

In steps in the company:

Step 1

Create awareness, move from manipulative to respect
Introduce operational tools, gain experience in pilots
Communicate, interact and observe

Step 2

Study customer focus use and obtain :

- information currency
- knowledge currency
- trust currency

Step 3

Initial Transaction: Clarify what you want: mission, vision and objectives
Experience based transactions: contact points inventory and describe

Step 4

Map your customers, the types and the wanted, decide who is not a customer
Map your experiences at the contact moments
Match your various customers with the prescribed experience

Step 5

Set up an in house test, test and improve.
Set up a pilot, reflect and plan the roll out.

How to introduce TACE

1. Visualise the experience
2. Translate build and train
3. Assemble experience plan
4. Interact with Customer
5. Measure Customer delight

Audience, value relevancy, actionable, measurable, communicate vision
commit

Create Customer Experience Pool,
build maps, train employees, identify
customers

Match customer with experiences in
the pool per product, communicate to
employees, prepare to deliver

Execute Experience Touch Points,
avoid Experience Voting Points
accommodate the Response Points

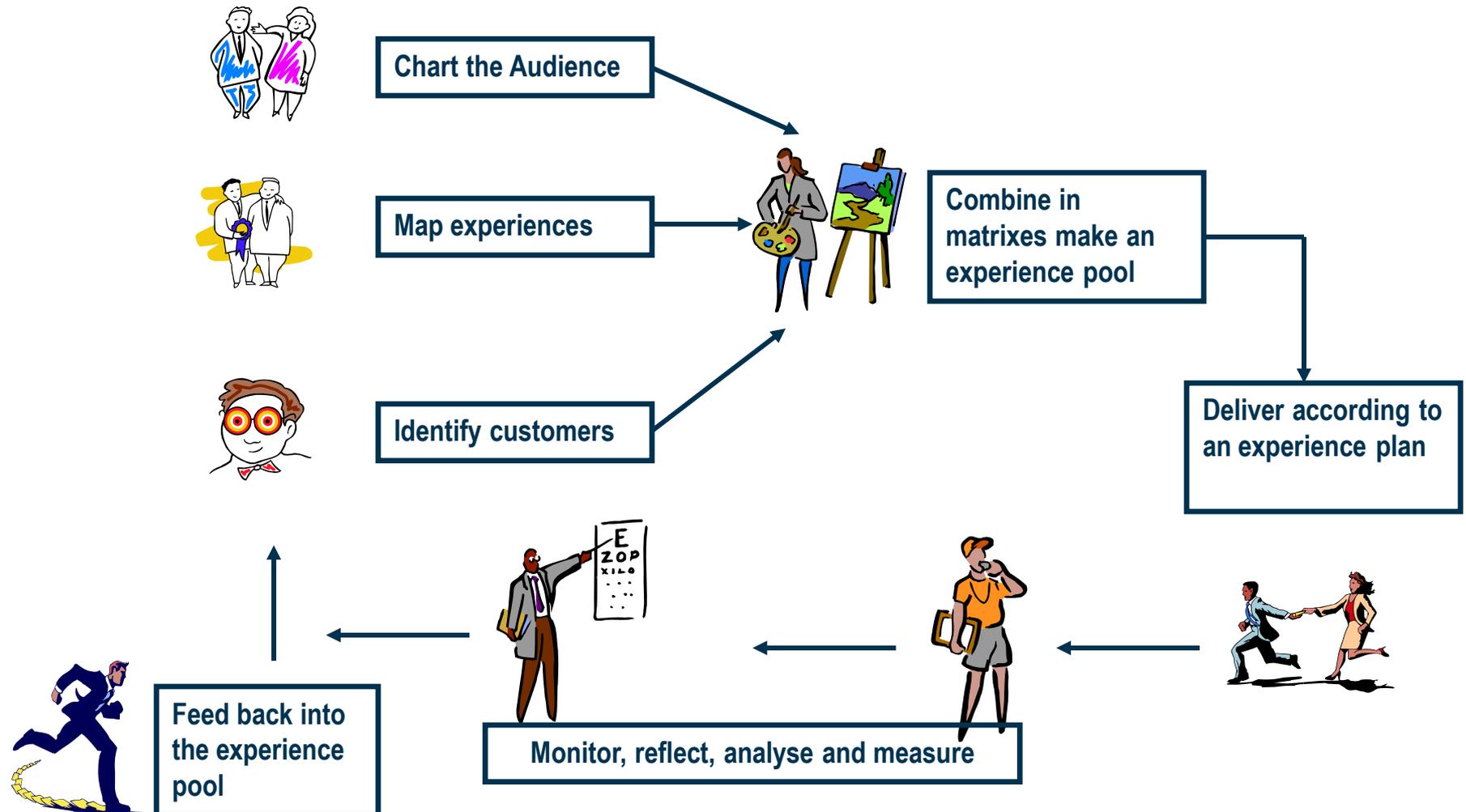
Measure the experience, evaluate the
success, and refine the TACE

To summarise TACE

You sell a product or a services, you want to make people feel delighted, that means you have to communicate effectively, well structured and listen while in the process of communication as you respect the client.

The core of the Book; A Totally Awesome Customer Experience is to draw up a plan that refines your customer interaction and harmonizes your operation with the product and the client, delivering only that experience of delight that you have planned.

To summarise TACE



Control over the experience

1. Discipline

Simple and workable, stop those that do not work
Prevent assumptions, be specific for specific audience
Appeal on the senses, do not copy

2. Creative

Make combination effective vary in style:
Direct – Indirect and Controlled- uncontrolled
Information, influential and impacting

3. Sequence

Acceptability: Does it build trust?
Relevance: Approach strictly on a need to do base!
Honesty: Honesty and modesty befits the messenger!

4. Power within

Coordinated, consistent and well-executed is enough for
success

5. Reach-Richness

With a result of 1-3% on mailing is it worthwhile to upset 97 to
99% of your customers?

6. Measure

Did the customer come closer, where there conflicting ETP, did
they result in the expected response, could we avoid negative
voting points?

Control over the experience

How do people respond to the variation in approach?

Direct Touch Points	Indirect Touch Points
Controllable efforts	Higher acceptability
Lower risk of failure	Greater credibility
Controllable timing	Lower costs
<p>A direct mailing can be engaging, while the website is non-engaging. A brochure lay's around and may have a long retention, again a radio message lasts only 30 seconds whilst playing the senses of hearing the message may leave a deep impression. The more direct means more directive over: Content, Interaction, Procedure and Feeling.</p>	

Direct Experience Response Points (ETP) directs the customer. You hold control over the delivery. Indirect ETP's are not directing the customer. You share control, perhaps still within limits. The levels of engagement, impression and retention vary on how the ETP is delivered.

Control over the experience

How control over the situation is needed?

Controlled T. Points	Uncontrolled T. Points
Flexible, easy to produce	Higher perceived objectivity and authority
Control over content	Lower costs
Lower risks of errors	Unlimited reach potential
<p>Controlled touch points are: Trade-shows booths, flyers, e-mails, seminars, press trips, advertising, branding and logo, services, advisory services and product support, repair and maintenance. Uncontrolled is word to mouth, reviews of analysts, interviews, discussions, product comparisons, articles.</p>	

Controlled ETP are more subjective because you create the content and have a natural bias.

Uncontrolled ETP have the advantage of seeming more objective.

Control over the experience

How do people respond to the variation in influence pressure?

	Informational	Influential	Impacting
Emotional filter	Neutral	Active	On Alert
Perception	Objective ...	Suggestive	Aggressive
Trigger vote	Low	Average	High
Acceptability	Likely	Cautious	Sceptical
Response	Lowest	Average	Highest

Informational simply supplies information use it to support influential and impacting messages.

Influential actively guiding the customer to a decision point.

Impacting directing or forging a decision with the risk of triggering an experience voting point.

10 rules to remember

1. ETP is simple, understandable and relevant, non- confusing
2. ETP within handling capacity of the customer
3. No room for assumptions
4. Stop use of ETP's that do not work
5. ETP always for as specific the audience as possible
6. ETP must build trust, improve bonding
7. Monitor use, reflect and analyse
8. Humility creates opportunities, the customer knows best
9. Be careful copying ETP's from your competition
10. Appeal to as many senses as possible, think outside the box.

Reason to change to delight experience

Word to mouth becomes more lasting, people in general are over fed with information.

Only delighted people will pass on the good news!

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