

WHEN YOU PUT PEOPLE FIRST, PROFITS FOLLOW

6 STEPS

to Making Stellar Customer
Experience Your Superpower



INTRODUCTION

If you're anything like me, you know that in today's whirlwind of business, creating amazing customer experiences isn't just a perk—it's the key to thriving. While service is crucial, genuine hospitality is what really makes customers remember you.

That's why I'm so excited to share this guide. It's packed with practical steps to turn your everyday interactions into unforgettable moments that keep customers coming back for more.

When you follow these steps, you'll:

- Build stronger connections with your customers through trust and genuine care
- Boost your reputation as word-of-mouth works its magic
- See happier customers who stick around longer
- Create a seamless and memorable journey for every customer

These principles are all about turning your business into a place people love to talk about and recommend. It's not just about keeping customers; it's about making your business a place they can't stop raving about.

To your success and growth,

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THE 6 STEPS

STEP 1

RETHINKING "CUSTOMER APPRECIATION"

You might think that showing appreciation to customers is a seasonal thing, done only during holidays or special occasions. But this hit-or-miss approach can leave customers feeling undervalued most of the year.

What if we flipped that idea? Let's embrace a mindset of continuous appreciation!

Customer care should be consistent and meaningful so your customers know they matter at every stage. But don't worry - this doesn't mean you have to break the bank (*you'll see!*).

When you create a business where customers feel appreciated every time they interact with you, it leads to more loyalty and referrals! Your brand could be known for genuine care and thoughtfulness, setting you apart in a crowded market.

ASSIGNMENT

Connect with 2-3 friends and ask them about a time they felt extraordinarily cared for by an organization. Let these insights guide your approach to customer appreciation.

STEP 2

MAPPING YOUR CUSTOMER JOURNEY

Many businesses tend to overlook the entire customer journey, zooming in only on the big moments like sales and delivery. But that can mean missing out on unique chances to connect and improve!

So, why not take a step back and map out the whole customer journey?

Think about every interaction, no matter how small. This broader perspective helps you enhance each touchpoint strategically.

For instance, in a retail store, the customer journey is filled with numerous touchpoints beyond just sales and delivery:

- **Awareness and Attraction:** The journey starts with the customer becoming aware of the store through advertising, social media, or word of mouth. Engaging digital content or an appealing storefront display can enhance this initial touchpoint.
- **Entry and Welcome:** Upon entering the store, a warm welcome from friendly staff sets a positive tone. Offering a store map or highlighting promotions makes customers feel valued and informed.
- **Browsing and Exploration:** As customers browse, they interact with product displays and signage. Organizing products effectively and providing clear information through interactive kiosks or digital screens enriches this experience.
- **Assistance and Consultation:** Customers might seek help from sales staff, which is an opportunity to build rapport and trust. Well-trained, attentive staff can provide personalized recommendations, enhancing satisfaction.

- **Fitting Room Experience:** For apparel stores, the fitting room is where customers decide on purchases. Creating a comfortable, well-lit space with mirrors and prompt assistance can improve this touchpoint.
- **Checkout Process:** Efficiency and courtesy at checkout are crucial. Offering multiple payment options and a quick transaction process leaves a lasting positive impression.
- **Post-Purchase Experience:** After leaving the store, follow-up interactions like a thank-you email or a personalized discount for future purchases continue the relationship. Requesting feedback shows commitment to improvement.
- **Customer Service and Support:** Accessible and effective post-purchase support is key. Whether through a hotline, chat service, or in-store assistance, efficiently resolving issues can turn a negative experience into a positive one.

When you have a clear customer journey mapped out, it makes for a smooth experience that really boosts customer satisfaction and keeps them coming back. Plus, it lets you take a more personalized approach, which can enhance your relationships with customers!

ASSIGNMENT

Start by brainstorming 8-10 touchpoints from the customer journey. Then consider how you could enhance these touchpoints.

STEP 3

EXAMINING CUSTOMER TOUCHPOINTS

Have you ever considered that some of the best touchpoints to elevate might be negative or overlooked?

For example, here are some scenarios where this might occur:

- **Long Wait Times:** Customers often face long wait times on the phone or in-store due to understaffing or inefficient processes. This can be frustrating and lead to negative perceptions. By streamlining processes, using technology for scheduling, or offering entertainment or refreshments during waits, businesses can transform this into a more pleasant experience.
- **Confusing Navigation:** A website with a complicated layout or a store with poor signage can leave customers feeling lost and frustrated. Simplifying navigation with intuitive design and clear signage can make the experience more enjoyable and encourage customers to explore more offerings.
- **Inconsistent Communication:** Customers receiving conflicting information from different staff members can create confusion and dissatisfaction. Implementing standardized training and ensuring all employees can access the latest information can help create a seamless and consistent customer experience.
- **Lack of Follow-Up:** After-sales service often ends with the transaction, leaving customers feeling neglected. Implementing a follow-up protocol, such as a thank-you email or a feedback request, shows customers they're valued and can provide insights for improvement.

- **Returns and Complaints Handling:** A cumbersome return process or poor complaint handling can deter repeat business. Simplifying the return policy and training staff to handle complaints empathetically and efficiently can turn a potentially damaging touchpoint into a positive one, building trust and loyalty.

By examining each touchpoint and categorizing them as positive, negative, or ignored, you can plan improvements moving forward. Transforming overlooked or negative touchpoints into positive experiences can significantly improve customer satisfaction and loyalty, reduce churn, and enhance your reputation.

ASSIGNMENT

Review the 8-10 touchpoints from the customer journey and categorize each of them. Use these insights to make improvements where needed.

STEP 4

THE MAGIC OF SURPRISE AND DELIGHT

It can be easy to underestimate the power of small, surprising gestures. A lot of people think that making customers happy means pulling off big gestures or spending a ton of money.

Try something as simple as leveraging the element of surprise to create memorable moments at strategic touchpoints. These don't have to be costly—just thoughtful.

For example, imagine a cozy neighborhood café with a regular customer who always orders the same latte.

One day, the barista notices it's the customer's birthday from a simple conversation earlier in the week.

When the customer arrives, they are greeted with their usual order, but with a complimentary, beautifully decorated cupcake and a handwritten note saying, "Thanks for being part of our café family. Happy Birthday!"

This unexpected gesture doesn't require a big budget, just a bit of thoughtfulness and attention to detail.

Such moments create stronger emotional connections with customers. The surprise birthday treat not only delights the customer but also encourages them to return and share their positive experience with friends and family, generating valuable word-of-mouth referrals.

ASSIGNMENT

Brainstorm creative ways to surprise and delight your customers at various touchpoints. Think beyond budget constraints and focus on creativity.

STEP 5

HELP CHOOSING BETWEEN MULTIPLE GOOD IDEAS

Are you starting to feel overwhelmed by all the ideas swirling around? This is a pretty common problem that usually leads to people doing nothing about it.

By categorizing your ideas into categories like “Easy Wins,” “Middle Of The Road,” and “Audacious,” you can focus on what has the most impact without draining your resources.

- **Easy Wins:** These are quick and straightforward improvements that require minimal effort and resources but yield noticeable results. For example, in a retail setting, an easy win could be rearranging the store layout to improve customer flow or adding clear signage to highlight special offers. These changes can be implemented swiftly and can immediately enhance the shopping experience.
- **Middle of the Road:** This category involves ideas that require a moderate amount of resources and time to implement but promise significant benefits. An example might be launching a loyalty program that rewards frequent customers with discounts or exclusive access to new products. While it may require more planning and investment than easy wins, it can foster customer loyalty and increase repeat business.
- **Audacious:** These are bold, innovative ideas that require substantial resources and effort but can potentially transform your business. For instance, developing a mobile app to offer a seamless online and in-store shopping experience fits this category. Although audacious ideas demand significant commitment, they can set you apart from competitors and offer long-term strategic advantages.

Focusing on the right ideas helps you make meaningful changes more efficiently. This leads to noticeable improvements in customer experience and operations, all without stretching your resources too thin!

ASSIGNMENT

Rate your ideas using the three categories. This exercise will help you identify which actions to take immediately.

STEP 6

CREATE AND LAUNCH YOUR PLAN

When improving customer experience, it's essential to recognize that not every customer interacts with every touchpoint in your business journey. Trying to optimize every touchpoint can be overwhelming and may dilute the effectiveness of your efforts.

Instead, focus on universal touchpoints—those that every customer encounters. By honing in on these, you can ensure a consistent and high-quality experience for all.

For instance, consider a retail store where every customer interacts with the checkout process, but not everyone uses the customer service hotline. By prioritizing enhancements at the checkout—such as faster payment options or personalized interaction—you ensure that all customers benefit from these improvements.

This strategic focus simplifies your efforts and maximizes the impact, strengthening your brand and building customer loyalty.

ASSIGNMENT

Choose 2-3 universal touchpoints to enhance initially. Consider the impact, effort, and resources required to ensure successful implementation.

CONGRATULATIONS

By now, you've been busy rethinking how to appreciate your customers, checking out touchpoints, and embracing those surprise-and-delight moments. You've prioritized ideas and started launching your plan!

Each step is a fantastic way to transform your customer experience and boost your business growth. As you implement these actions, you'll be well on your way to creating a standout customer experience!

As you think about these steps, you might find yourself wanting a bit of extra support to make sure everything goes smoothly and gets done quickly. Maybe some professional guidance could really help simplify things and boost your results!

As a certified Unreasonable Hospitality Coach specializing in customer experience innovation, I have the tools and knowledge to guide you in this exciting journey.



WHAT IS AN UNREASONABLE HOSPITALITY COACH?

An Unreasonable Hospitality Coach is guided by the principles of Unreasonable Hospitality, a concept championed by Will Guidara, a renowned leader in the hospitality industry.

Will Guidara is an acclaimed restaurateur and the author of the bestselling book “Unreasonable Hospitality.” The book tells the story of how Guidara transformed Eleven Madison Park from a struggling brasserie into one of the world’s best restaurants. Guidara’s hospitality practices have inspired businesses across industries to rethink customer care.

His work has been celebrated by high-profile leaders and featured on prominent platforms such as Late Night with Jimmy Fallon, FX’s The Bear, and Showtime’s Billions. With accolades including the Wall Street Journal’s Innovator Award, his influence extends far beyond the restaurant world, inspiring businesses across various industries to rethink how they engage with their customers.

With a focus on extraordinary customer experience, this approach is about exceeding expectations and crafting memorable interactions. I am trained in Will Guidara’s Customer Journey Advantage Map process, which provides a structured framework for analyzing and enhancing each stage of the customer journey. This certification means that I have the expertise to help you refine your customer experience, driving satisfaction and loyalty.

Whether through one-on-one coaching, workshops, or a group mastermind, I’ll help you get deeper insights and personalized strategies for your business. Just picture it: a thriving business with happy customers who become your biggest fans!

SCHEDULE A CALL!

I’m here to help you elevate your customer journey with the proven Unreasonable Hospitality Framework! Schedule a call and let’s discuss how I can help your business make stellar customer experience your competitive advantage.

Here’s to your success and the incredible adventure ahead!

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