

# CREATING A “WOW” CUSTOMER SERVICE EXPERIENCE

A SERVICE STRATEGY SEMINAR

*John Tschohl*

**Half or One Day  
Seminar**

## BUILDING MARKET SHARE THROUGH A SERVICE STRATEGY

- Being the Best in Class for Service
- Achieving a Rating of at Least 8 out of 10

## FINANCIALLY - WHAT IS THE IMPACT

- Improve Market Share
- Significantly Increase Capital Value
- Minimum of 25% Growth in Value of Stock/Company
- Increase Revenues 25%

## STEPS TO ACHIEVE FINANCIAL RESULTS

- Creating Customer Friendly Systems, Policies & Procedures
- Increasing Speed - Become Another Amazon
- Reducing Costs
  - Stupid Policies
  - Under Performing Employees
- Training Everyone on Customer Service every 3-4 Months with a NEW Program
- Building a Leadership Team Focused on a Service Strategy

## VALUE OF A BRAND BUILT AROUND SERVICE

- Word-of-Mouth Advertising
- Image
- More Repeat Sales
- Stock Premium of 25%

## SERVICE LEADERS

- Southwest Airlines
- Vail Resorts
- Amazon
- Costco
- Northeast Delta Dental
- Wilderness Safari Africa
- Metro Bank London

## FALLEN SERVICE LEADERS & FINANCIAL IMPACT

- Wal-Mart
- Dell
- JetBlue
- Commerce Bank

## WHAT HAPPENED- WHY

- Selected CEO's with Financial Background Instead of Customer Service Vision
- Got Bored
- Felt they Had Arrived
- Unwillingness to Train All Employees

## SOCIAL ECONOMY

- Poor Response can Kill You
- Facebook, Twitter, Google, Trip Advisor
- Damage Control Skills

## FIVE CRITICAL STEPS TO ACHIEVE “WOW” CUSTOMER EXPERIENCES

- Need a Service Strategy
- Change your Paradigm -- Your Now in the SERVICE BUSINESS
- Policies & Rules Have to Be Changed
- Hiring & Firing Non Performing Employees from Top to Bottom. Start Hiring only the “Cream”
- Training Everyone on Customer Service Attitudes, Principles and Skills

## RULES, POLICIES & PROCEDURES TO CHANGE OR ELIMINATE TO BECOME CUSTOMER FRIENDLY

- Savings Impact From Elimination of Stupid Rules
- Brand Position Increase
- List Top 10 Rules/Policies to Change Based on Savings & Customer Experience

