

Customer Wow

Coaching Questions

What wows you?

- It takes a lot to wow someone. In fact, in your entire life as a consumer, you probably only have a handful of times that you can recall being wowed. So take note of those times and discover what you can learn from them.
- It doesn't have to be the same industry that you are considering. It can be from any industry from a restaurant that you have been to or even buying a piece of clothing. Think outside of the box, and how that can translate back to you.
- What could you take from others? Wherever you are, look around. What could you take back into your business? If you see that someone is marketing their brand on leaf bags (like Home Depot or Costco), is there something similar that you could consider?

Where else in your process can you improve?

- It doesn't just have to be the large buckets that we have provided, customer wow can happen anywhere.
- Map out the customer experience process that your customer goes through. Detail this as minutely as you can.
 - Is there anything that you are doing that doesn't add value? If it is taking up resources and doesn't add value, why are you doing it?
 - Is there any time in the process that your customer is dissatisfied, waiting for something, or is having a rocky experience in any way? Could you get rid of this stage or improve it somehow?
 - At any stage, where could you add a wow moment? Where can you add in a best practice that you have seen elsewhere?

How do you implement this?

- You should now have a whole lot of ideas! In fact, there are some ideas that seem really great, but you are wondering if you can actually roll them out. They might be too time consuming or too expensive. They might simply be impractical. So you need to start prioritizing and figuring out what you will actually implement. Here is some of the criteria that you should use to prioritize roll out;
 - Easy to implement. If this won't take a lot of time to set up and is easy to train your staff on, this is a good place to start.
 - Largest impact to the customer. If the customer will definitely notice and might even start telling people about you, this is something to prioritize.
 - Least expensive to implement. Sometimes it is hard to implement something as the infrastructure to get it off the ground is expensive. Postpone these until it makes sense for you financially and do the least expensive changes first.
- By using a criteria to roll these out, you simply start at the top of the list and roll out in order. Whenever you hit a change that is too costly or too hard, just put it on the backburner until it makes sense.
- What happens if something is too expensive to create as an add on? You might have found a way to increase your price. If the change to the service is so valuable and beneficial to the customer, don't you think that they would be willing to pay more? Don't take this off the table. Figure out if you have found a new revenue stream for a new niche client.

How do you keep it consistent as you grow?

- Great customer service is easier when you are small. You are doing a lot of the delivery work or your team is small enough that you are able to monitor that it is happening.
- As you grow, you need to ensure that your quality service remains the same. This can be done by making sure you have great orientation training, have values around customer service, and have a way to incent employees to be customer centric.