


# Customer Service VS Customer Experience

Presented by  
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## Agenda

- Introduction of topic
- The Concept of Customer Experience
- What Are Your Experiences
- Recurring Themes to Build Customer Loyalty
- How Do You Apply Them




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## Why Is This Important To You


- Understanding the difference between doing what you think is good service versus doing what the customer believes is good service is important
- Service is what you provide
- Experience is what they remember... not what you do!




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LET'S TAKE A PEEK  
AT  
ONE CUSTOMER EXPERIENCE


tells his  
Chick-fil-A  
story



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## What Happened In The Story




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## What About Your Experiences

Somebody share....

1. Where is your favorite place to eat
2. Where is your favorite place to shop

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## One time they....


### Common Themes

Consistent  
They take care of me  
They know me  
I trust them  
I know what to expect  
Everything I need

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## Notice What Did Not Come Up

- Price is rarely mentioned
- Experience is almost always the determining factor in client satisfaction



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## How To Build Great Experiences



Rule 1: Perception has to exceed Expectation  
Rule 2: See rule #1.

**It's all about the balance between those two**

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## Managing Perceptions

Perceptions are what is remembered ....

Not what actually happened

Let's see how good your memory is....

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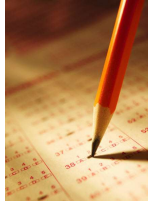
## GET READY.....

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**Memory Test**

Nurse	Hospital	Office
Sick	Dentist	Stethoscope
Lawyer	Physician	Surgeon
Medicine	Ill	Clinic
Health	Patient	Cure

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Now that you are warmed up.....

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**Memory Test 2**

Door	Sill	View
Glass	House	Breeze
Pane	Open	Sash
Shade	Curtain	Screen
Ledge	Frame	Shutter

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**Perception vs Reality....**

On list 1, how many remembered **DOCTOR**

On list 2, how many remembered **WINDOW**


Amazing.... Neither was there.....

Managing perception takes work

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### Managing Perceptions

- The Ritz Carlton Example
  - Poor Josh.....



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### Can You Influence Expectations / Perceptions

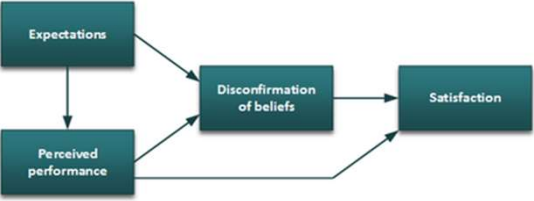
Let's see.....

The following video is a good test.....

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**Count how many times  
the players wearing  
white pass the ball**

### You Can Do Everything Right... and Fail!



```


graph TD
    Expectations --> Disconfirmation
    Perceived_performance --> Disconfirmation
    Disconfirmation --> Satisfaction
  
```

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### Managing Expectations (You as a consumer)

Reminders:

- At a restaurant
- Waiter says .....
- What's your example



The key is it happens BEFORE the event or initial expectation

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### Managing Expectations (Applied to Work)

What are you doing to manage your client's expectations?

- Be consistent in the delivery of your service
- Communicate more often than they do
- Communicate in a way that is memorable
- Clarify any possible misperceptions

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## Managing Perceptions

What are you doing to manage perceptions?


- Do you let clients know you are coming to their property?
- Do you let clients know you are on property every time?
- Do you send pictures of finished work to clients immediately?
- Do you use finish times instead of start times?

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## What Can You Do?

- The way to gather information is to simply communicate
- The best way to communicate is...  
out in the field on the job site
- Look at things together
- Bonus – ask visual questions



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## Real Example

- From this session...
- Do you remember what I said or what you saw better?
- What created experiences for you?
- How can you accomplish the same for your client?

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## Apply Lessons to Your World

	CLIENT 1	CLIENT 2
Who is it?		
When is your next service ?		
How will you communicate?		
When can you be on property with them?		

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## The Next Step is Yours!



If I can ever answer any questions or help in any way...  
please let me know.  
Thank you

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