

# Exceptional Customer Experience:

*It's in the Bag!*



How Long Have You Been  
in the Service Business?



Have You Seen Customer Service  
Change in Your Lifetime?

The background of the slide features a close-up, slightly blurred image of several interlocking metal gears. The gears are light gray and have a metallic texture. The word "Service" is written in a bold, red, cursive script across the center of the image. Below the word, a hand is visible, holding a red marker and drawing a thick, red, double-lined underline. The overall composition suggests a theme of industry, mechanics, or business processes.

# Service

Traditional to Non-traditional

# Evolution of Customer Service





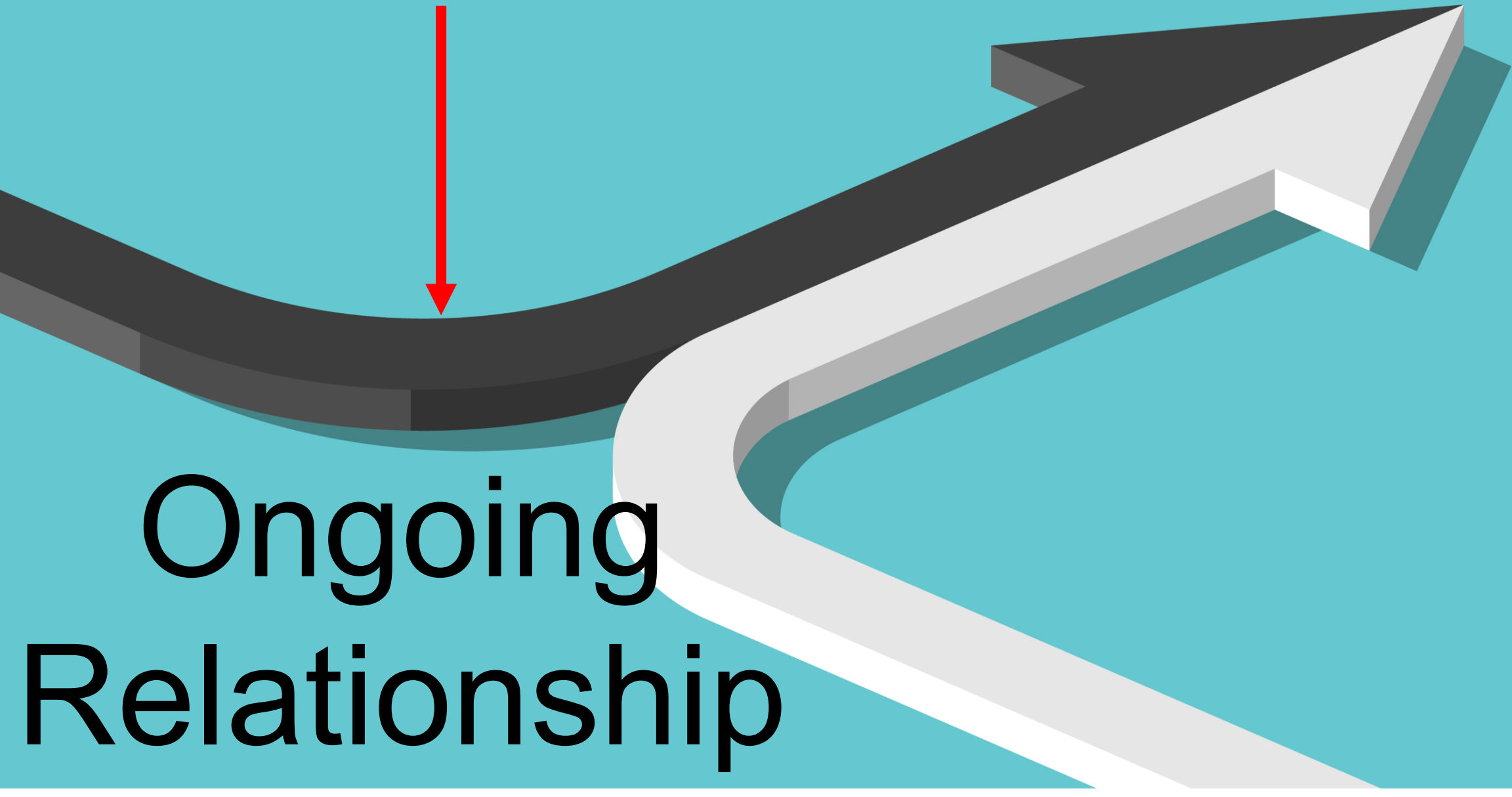






**Take their business elsewhere.**

# Transaction



# Ongoing Relationship



What is the difference between  
**Customer Service** and  
**Customer Experience?**

# Experience is Bigger Picture

Assessors Creed:  
I must be respectful, tolerant,  
straightforward, and  
completely objective in the  
discharge of all my duties as  
an assessing officer.

- Entire Journey
- Touchpoints





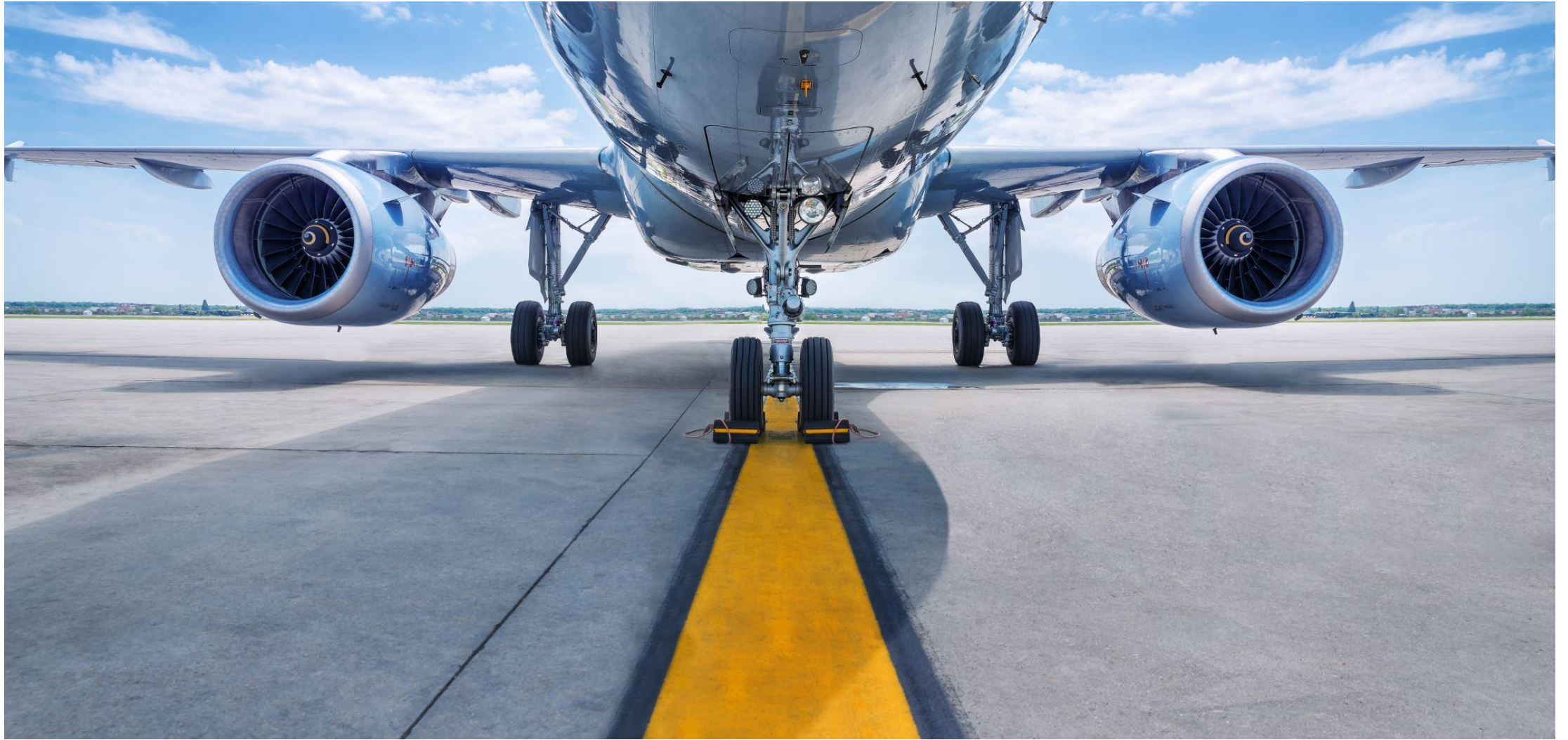
**What have you heard you have to do to be exceptional in service?**

Let's Play  
a Game!





Who Has the Tiaras?



# Who Has the Airplanes?

# Who is responsible for Customer Service?



Who Has the  
Handcuffs?



# Don't Treat Your Customer Like a Criminal.

- Hampton University
- Words Matter.





Let's Try Something!

**Communication  
is more than  
just the words  
we say.**

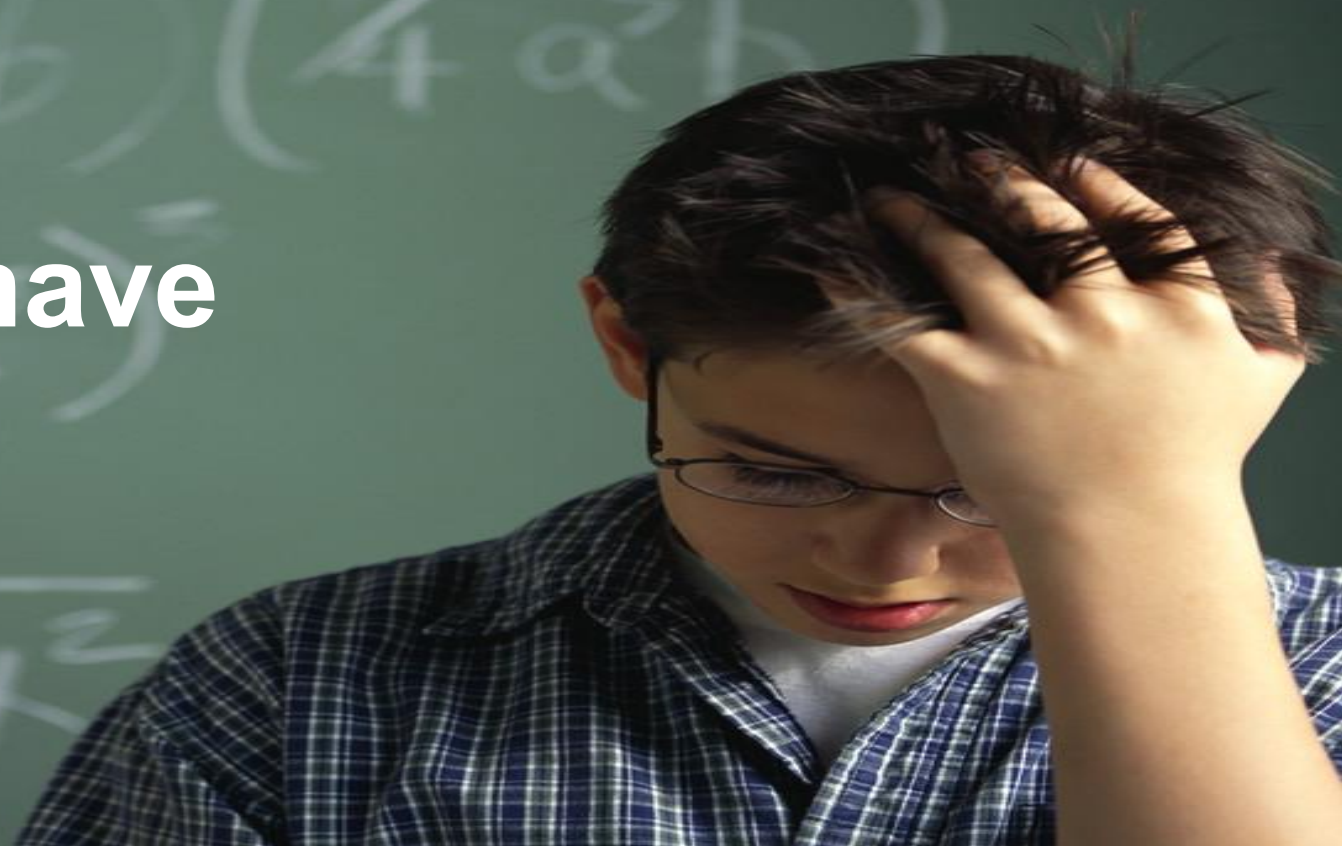




Now, you try it!

How would YOU  
have handled it?

What should she have  
said or done?



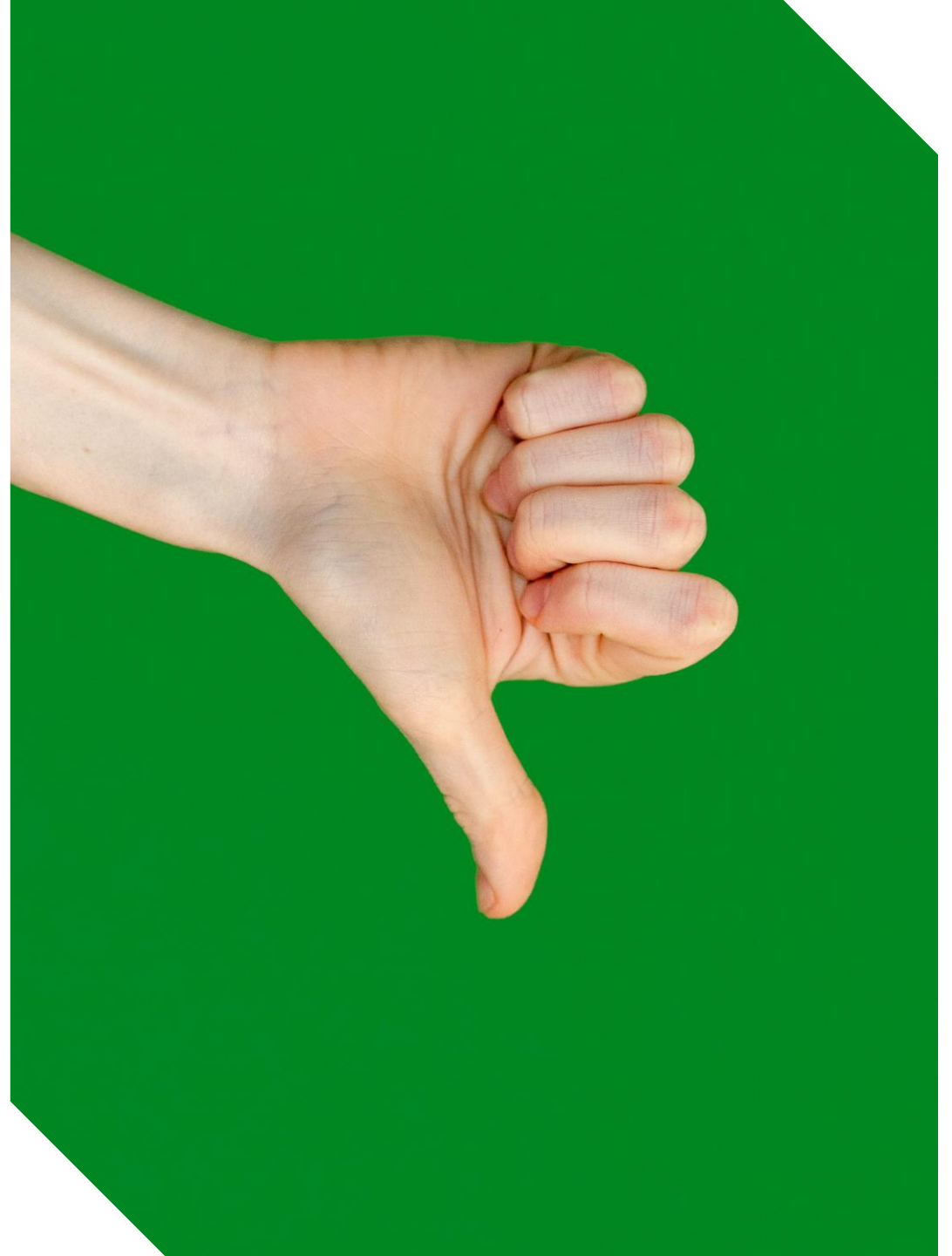


10<sup>th</sup> of a Second Language Changes

The customer requests  
something you simply can't do.

Rather than saying  
“We can't possibly do that!”

*How can you tell them no?*



Acknowledge Transition.  
Ignore Transition.  
Default Transition.

*My favorite default:*

“That’s a tough one. Let’s see what we can do.”



Who Has the Mardi Gras Masks?



Who Has the Easy Mac-n-Cheese?

# 5 Key Take Aways for Exceptional Customer Service

## **1. Tiaras**

Treat them like a celebrity.

## **2. Airplanes**

We are ALL responsible.

## **3. Handcuffs**

Don't treat your customer like a criminal.  
Words matter.



# 5 Key Take Aways for Exceptional Customer Service

## **4. Mardi Gras Masks**

See through THEIR eyes.  
Game Face on!

## **5. Mac-N-Cheese**

Pay attention to the details.  
Be a problem solver. Make it easy.

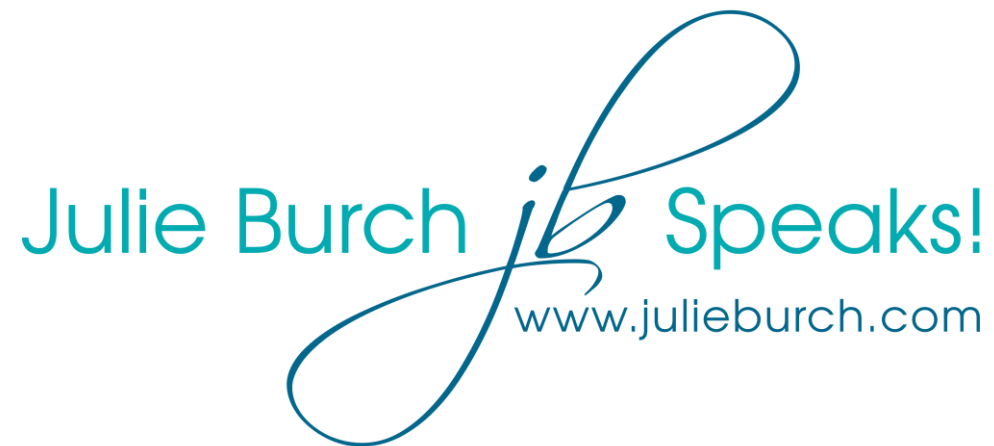


# Have You Ever Been to Puerto Rico?



“If you will do one thing different every single day, you have the power to make every one of your tomorrows better than today.”

*-- Julie Burch*



# Exceptional Member Experience:

*It's in the Bag!*

