



Today You Change The Customer Experience



The most important things you can do for your business in this post recession marketplace have little to do with the price you charge, your competitive advantage or selection. It's a basic strategy, yet highly bankable.

Imagine going for your next haircut or style and you are met by an attendant that valet parks your car. Picture being greeted at the salon door by a hostess that whisks you off to the client lounge where you are offered your favorite beverage while you relax watching Oprah on a big screen TV. Within minutes, you are greeted by your stylist who leads you to a styling station where you begin to drift away with a dreamy scalp massage before shampooing. While getting your new style, an attendant takes the de-stressing to another level with a hand and arm massage, a makeup touchup for women or mini facial for men.

Simultaneously your attendant returns the sparkle to your bling in the jewelry cleaner that is standard at each station. Imagine complimentary bang trims and clean ups between visits or a free lesson on how to blow-dry and recreate that new style you have chosen when you get home. Envision a salon that not only offer gift certificates, but also has a selection of gift cards to suit the occasion; Thereby eliminating the need to scramble to a card store for that special occasion. These are the details that will leave world-class memory droppings in the mind of the customer.

What you need to focus on more than anything else is creating those renowned experiences that will assure customer loyalty; now and into the future.

It comes down to having a world-class formula that all but guarantees that your customers will not only be committed to your business but will ultimately tweet your praises, evangelizing on your behalf. All too often we believe that if our customers voice a feeling of satisfaction with our product, service or idea, we've got them for life.

Not so.

Being satisfied translates "Miserably comfortable and free to go elsewhere on a whim".

Success-driven organizations endeavor to create memorable experiences for their customers. The process begins by anticipating their unspoken wants, needs, or desires. (they don't even know what they want, until they've experienced it)

Learn to identify and beat them to the punch even before they become aware or articulate their desires. You can't simply respond to their request; you need to foresee, be prepared and offer everything they may need or desire and anticipate anything that could possibly go wrong.

Your customers are human; learn to recognize their human cravings.

Develop an unalterable system that makes every touch point an awesome event;

There are key factors when staging the ultimate customer experience. People respond to things that engage them, things that enrich their lives, and things that captivate their imaginations and awaken their five senses. Surprise them, delight them, tickle them pink.

Your product or service also needs to be:

- Flawless to the point that it overrides price
- Provided in a warm, attentive manner, and
- Immediate (we live in a world of instantaneous gratification thanks to online shopping)

And just in case there is a problem, you need a hiccup-proof system to offer an immediate solution that quenches the client's anxiety. Do it right and you will have loyal customers for life; Ignore it and you run the risk of slowly, then suddenly going broke.

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