Welcome back, I am so excited to see you here.

So this session is all about “How To Deliver An Outstanding Customer Experience,” so here’s what you’re about to learn:

- First we’re gonna talk about why outstanding sales are all about delivering an outstanding customer experience and what does that really mean?
- I’m gonna teach you the before, during, and after strategy for blowing your customers’ minds every step of the way
- And then we’re gonna talk about how honesty and compassion and just good old fashioned effort can really help you increase sales, especially when things go wrong (because sometimes they do)

So let’s kick this off with a quote.

“Here is a simple but powerful rule: always give people more than they expect to get.” [Nelson Boswell]

So now let’s talk about why outstanding sales equals an outstanding customer experience. So what is customer experience? You’ll often see it as CX and it can be defined as the sum of all the experiences that a customer has with a business over the course of their relationship.

So that includes the discovery phase, any interaction they have, the purchase and the use of the product of the service, the post purchase nurturing, and advocacy that happens once somebody falls in love with a brand.

So thanks to the viral nature of social media and the power of blogs and reviews, an outstanding customer experience is really the key to a long term, profitable, and sustainable business. Now, the goal here is not to be good. The goal here is to be legendary, and you can do this. So you’ve got to ask yourself, how can you pour so much love and so much attention and so much care into every customer touchpoint?

So I had the good fortune of being able to ask Richard Branson himself about this and I was asking him, you know, how do you create this outstanding customer experience across all of your brands? Because I love Virgin. And his response was this.

“Marie, you have to live your brand.”

That’s probably not the best accent, but that’s what he said and what he meant by “live your brand” was he means use your own products and services and you’re gonna see a ton of ways that you can actually improve it. And this is the best part, thoughtful attention does not cost you anything more. This is not about spending more money, it’s about caring more.

Now I wanna talk about the before, during, and after strategy. This idea is so cool and I wanna credit my friend Dean Jackson because he’s the first one who taught me about this.
So the goal here is to break down your customer experience into the before, during, and after purchase segments and really think through how to wow the pants off your peeps at every phase. So you wanna start by asking yourself, what is the psychology of my customer before they even purchase from me? How can I remove fear and frustration and concern and angst? How can I exceed their expectations even before they buy anything?

So you may wanna think about this. What would my Ideal Customer Avatar deeply appreciate during the purchasing time? So maybe they've already said “yes” and now they're actively engaged with you. So what is it like to experience your product or your service? What would be cool or useful or thoughtful or even surprising or beautifully over the top? And then you wanna move to after and ask yourself, how can I surprise and delight them after the purchase is totally complete? What would truly serve them? How can I have them feel cared for and really add value to their life?

So I want you to do this. Forget about how everybody else in your industry does it. How do you wanna deliver your customer experience? What do your ideal customers really want and how would you love them to feel? What’s cool about this is it’s an opportunity to revisit every single touchpoint in your business and inject thought and compassion and love and personality and a sense of service through every step of the process.

So really think through this. Think about your packaging, your communication, your website, your customer service. Do you have an onboarding process? How easy is it to purchase things or find information about your products and your services on your website? So this is a chance to really dive deep into the psychology of your customer and demonstrate how much you care by how much you understand them. And you wanna understand them, honestly, better than they understand themselves. So let’s look at an example to get your creative juices flowing.

Let’s think through this from an Airbnb perspective. Now, not the company but you as a potential Airbnb host.

So for thinking about this from the before perspective, if you’re renting your home or your apartment on Airbnb, there are so many ways to deliver an outstanding customer experience before somebody even reaches out to you. Right?

So the before purchase includes everything from the title of your apartment, the photos of your apartment, how many photos you have, are they actually good photos or are they crappy photos that are poorly lit? Even the captions on the photos. Think through the apartment description, you know, how clear and specific and organized is it? Think about your response rate and your response time, how often you update your calendar, the reviews from other guests.

So think about how every single one of these details subtly impacts whether or not someone even wants to stay in your home before they reach out to contact you.

So now we’re at the during phase.

So let’s say somebody wants to stay at your apartment, you’ve got loads of ways to deliver a wow customer experience during this during phase. How easy do you make it for someone to get their questions answered? Right? How easy do you make it for them to actually book the reservation? And once they do it, how easy and stress free do you make it for them to actually get your keys and come and stay in your apartment?

What’s their first experience when they actually arrive at your home? So are you there to greet them? Do you walk them through a perfectly clean apartment and show them how things
work? Do you have fresh flowers? Did you put out some water or fresh fruit? Because, you know, most people are actually tired when they just get done with traveling and also a little hungry too. Have you printed out a great list of, like, local restaurants and transportation? And do you make yourself available if something goes wrong while they’re there? So, once again, there’s a million different touchpoints to deliver a wow customer experience during this during phase.

Now think about the after purchase period.

The offboarding process, how easy do you make it for somebody to check out of your apartment? And do you follow-up with a little thank you note? So really think about this, think about how each segment, the before, the during, and the after, how hugely this could impact the review that somebody leaves you and, of course, if other people would wanna stay with you or stay in your apartment. So when you really think this through, it naturally impacts future sales and word of mouth marketing. A couple of key points I want to share.

It doesn’t matter what you sell or what kind of business that you have because you can use this framework to deliver an outstanding customer experience for your business and your industry. This is all about emotion, it’s all about genuine connection, and about creativity. So it’s a fantastic opportunity to inject your love and your heart and your soul into every bit of your offerings.

So here’s what I’d love you to do. Choose one product or service that you offer and really think through this before, during, and after framework. I’ve gotta tell you, it’s a ton of fun. Every time we do this I get so inspired. And once you get the hang of it, you can think through it for every touchpoint of your overall business and brand. So the only limit here is your own heart and your own imagination, which I know is huge so I want you to have fun designing a customer experience that can truly wow your ICAs.

Now let’s talk about what to do when things go wrong, because things will go wrong in your customer experience. It’s Murphy’s Law. Stuff just happens in life. Nobody is perfect, no human and no company. But here’s the good news, studies show that dissatisfied customers whose complaints are taken care of are actually more likely to remain loyal and even become advocates vs. those who are just customers, and I think that’s a really cool thing. Honesty and compassion and effort go such a long way. When you own up to mistakes and you do your very, very best to make things right, people often become even bigger fans of you. Here’s an example from Airbnb.

Listen to this:

“The location of the apartment was great. Really close to everything and there’s 2 metro stations that are close to it. The weekend that we were there, Europe was having a heat wave but Caroline had brought us a free standing air conditioner as soon as I mentioned the heat. The air conditioner didn’t work that well because the heat couldn’t escape outside, but it was really nice of her to arrange one for us nevertheless. The host was always very responsive and the apartment, though smaller than it looks on the pictures, was adequate. We liked that the bathroom was outside of the bedroom, which makes it easier for 3 people. The stay was smooth and hassle-less and I would definitely recommend it."

So clearly their stay didn’t go as well as they’d hoped, but the host really made an effort and it made a huge difference in the review that they left her. And if you haven’t seen our MarieTV, How to Deal with Negative Reviews, you should really go watch it because it’s awesome.
So great job. That brings us to the end of the session and you know what that means. Yes you do. It is Action Jackson time. You’ve gotta download your Fun Sheet below and I want you to use this before, during, and after strategy to really brainstorm ideas on how to make your offerings more compelling. Again, do the best that you can. It’s all about progress, not perfection. So give it a go, have a good time, and I will see you in the next session.