

# Delivering a WOW Customer Experience

*How the best companies create the best customer  
experience and how you can too*

Myra Golden

Customer experience designer



Mona Shaw





"Within four days of the song going online, the gathering thunderclouds of bad PR caused United Airlines' stock price to suffer a mid-flight stall, and it plunged by 10 per cent, costing shareholders \$180 million. Which, incidentally, would have bought Carroll more than 51,000 replacement guitars."

--Chris Ayres of the Times Online in the U.K.

# What Mona & Dave taught us

- Customers/anger must be acknowledged
- Customers are not going to settle
- The issue is not the issue
- Poor customer service is costly

# What the BEST Do

- Control the customer experience
- Create an emotional experience
- Fiercely focus on rebuilding trust and regaining goodwill
- Sharpen the saw



Control the  
experience









## Emergency First Aid for Emotional Customers

+ Reassure the customer that you are here to help.

+ Look for the underlying cause of the person's reaction. Is it frustration, fear, confusion, etc.?

+ Listen and limit your responses to simple reassurances that you are doing so. "Uh-huh" "I understand", etc.

+ Apologize when appropriate. "On behalf of Apple, I would like to apologize for....."

+ Take notes. Even when the person is venting, they are often providing important details. It will save time later and help you listen without interrupting.

+ Are you feeling anxious? Is your breathing getting shorter and faster? Relax. Take deep controlled breaths.

+ Acknowledge the customer's underlying reaction. "I can certainly understand how frustrating this can be." "I know this can seem very confusing."

A page from Apple's  
playbook

# APPLE

- Approach with a warm welcome
- Probe politely
- Present a solution to take home today
- Listen for and resolve any issues
- End with a fond farewell

How might you *control*  
your customer  
experience?



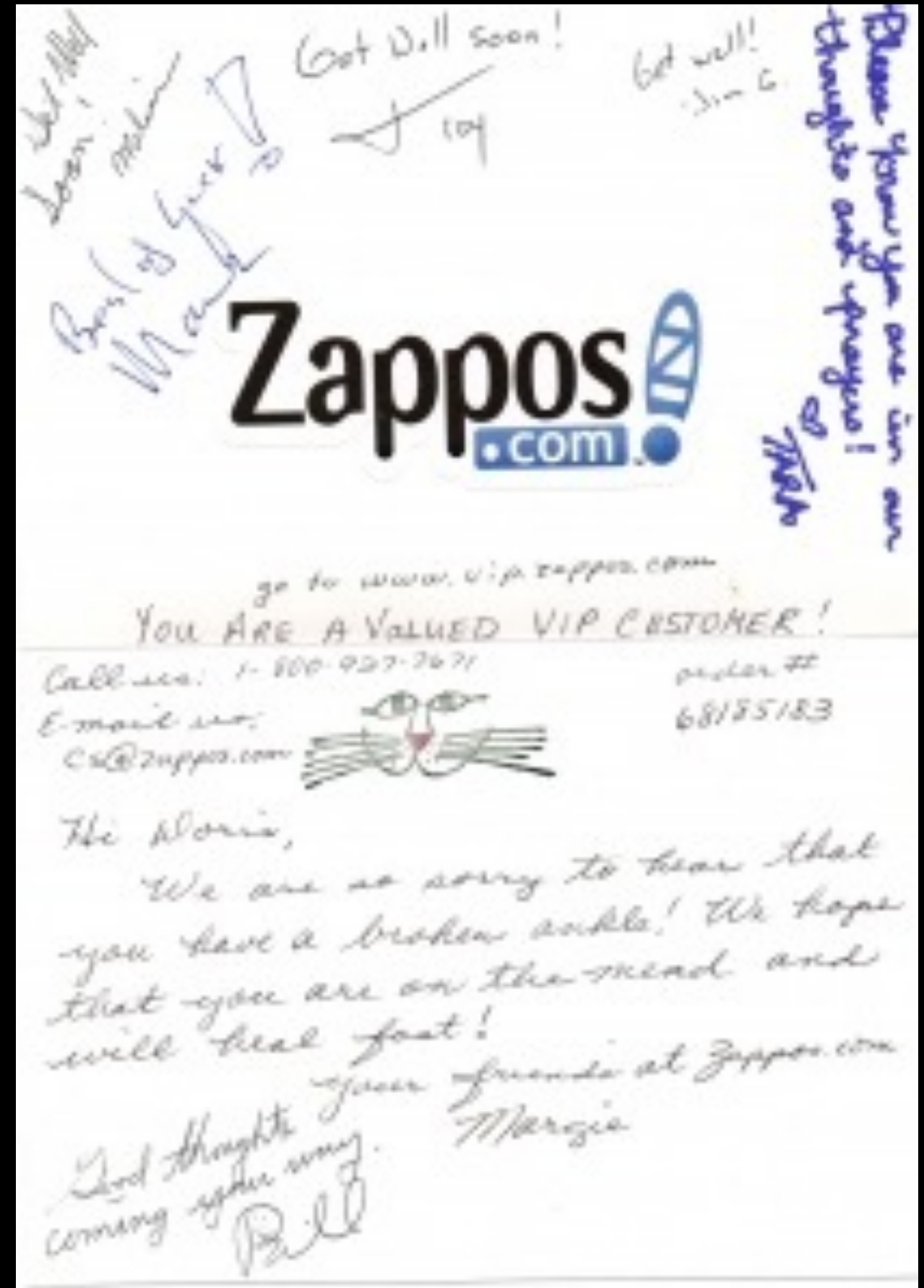


Create an emotional experience

{PEC}

Personal Emotional IConnection

What 15  
minutes a day  
can do





**info:** Please wait for a QVC representative to respond.

**info:** Welcome to QVC's live chat service. This is 'Kathi P'. How may I help you?

**Myra Golden:** Hi Kathi. Can you tell me the status of my return of the Canon HV30 camcorder?

**Kathi P:** Thanks for waiting.

**Kathi P:** I'll be glad to check for you.

**Kathi P:** Thank you for waiting while I check on this for you.

**Kathi P:** Thanks for waiting.

**Kathi P:** I appreciate your patience.

**Kathi P:** Ms Golden, I'm so sorry the Canon Vixia HV30 MiniDV HD Camcorder hasn't been processed as of yet. I know you're anxious to have this completed. The return processing time can take up to 17 days from the date an order is returned to QVC. I hope your item is processed soon.

**Myra Golden:** Thank you.

**Kathi P:** You're certainly welcome, my pleasure! Have a wonderful day and please don't hesitate to contact us anytime, we're always glad to help.

**info:** Your chat transcript will be sent to myra@myragolden.com at the end of your chat.



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Adopt (*or adapt*) and  
Apply





Build trust

# Building Trust

- Apology
- Acknowledgement of customer's concern
- Explanation of what happened
- Explanation of what you're doing going forward









Sharpen the saw

# Sharpen the Saw

- “How can we make the experience better/faster/easier?”
- “What would I want if I was the customer?” (*Ideally, you’d ask the customer!*)
- Map out your customers’ journey



I can't help judging the  
customer experience





I can't help judging the  
customer experience



So I mapped out my journey

Start

Stop

Continue



# Let's connect

- For a copy of today's slides, go to [MyraGolden.Wordpress.com](http://MyraGolden.Wordpress.com)
- For questions not answered today, email me at [myra@myragolden.com](mailto:myra@myragolden.com).
- Web: [MyraGolden.com](http://MyraGolden.com)
- Twitter: [@myragolden](https://twitter.com/myragolden)
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Thank you.