

# How the Best Deliver the Best Customer Experiences

Myra Golden

Customer experience designer

# 4 Keys to the Best Experience

- Always asking, “What else can we do?”
- Focus on an easy, smooth experience
- Service strategy that gives guidance and allows freedom
- Culture of service experience being THE most important thing





“What else can I do?”

## KIDS' SHOES

### NEW SHOE ARRIVALS



Accessories



Clothing



Sunglasses



Watches

## KIDS' CLOTHING

### NEW CLOTHING ARRIVALS

WOW!

Free Shipping

Free Returns

Free 365 Day Return Policy

24/7 Customer Service

(800) 927-7671

## SPECIALTY SHOES

Wide Shoes

Narrow Shoes

Diabetic Approved Shoes

Eco-Friendly Shoes

## SPECIALTY CLOTHING

Women's Plus Size

Maternity Clothing

Petite Clothing

Men's Big & Tall

## SPECIALTY SITES

Couture

Rideshop

Running

Outdoor

## SHOPPING RECOMMENDATIONS FOR YOU

VIEW ALL



**Vera Bradley**  
Tote  
\$46.00

SALE



**Reebok**  
ZigEnergy  
\$76.15  
\$99.99

SALE



**Reebok**  
ZigPulse II  
\$76.15  
\$99.95

SALE



**Reebok**  
ZigFlow  
\$76.15  
\$99.99

SALE



**Reebok**  
ZigFuel  
\$76.10



**Vera Bradley**  
Get Carried  
Away Tote

## CASUAL SHOES

Women's Casual Shoes

Men's Casual Shoes

Kids' Casual Shoes

## DRESS SHOES

Women's Dress Shoes

Men's Dress Shoes

Kids' Dress Shoes

## ATHLETIC SHOES

Women's Athletic Shoes

Men's Athletic Shoes

Kids' Athletic Shoes

## WORK & CAREER SHOES

Women's Career Shoes

Men's Career Shoes



Order before 1pm PST for **FREE Next Business Day** shipping on all **Clothing**. [Learn More](#)

24/7 Customer Service (800) 927-7671

Live Help

Log In or Register

My Account

My Favorites

Blogs

Help

Now Hiring

EXPLORE



Shoes, Clothing, Bags, etc.

SEARCH

365

Day Return Policy

In other words, 1 full year!

FREE

Shipping Both Ways

It's always on the house!



MY CART

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES

CLOTHING

BAGS & HANDBAGS

AT HOME

BEAUTY

ACCESSORIES

SHOP BY...

WOMEN'S

MEN'S

KIDS'

ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX

# • A • B • C • D • E • F • G • H • I • J • K • L • M • N • O • P • Q • R • S • T • U • V • W • X • Y • Z

« Back | Home > Shoes > Sneakers & Athletic Shoes > ASICS > GEL-Cumulus® 14

SHARE: [f](#) [t](#) [p](#) [e](#)



Item Images

Item Information

Similar Items

About the Brand

ASICS GEL-Cumulus® 14

★★★★★ 28 Reviews



Share this video:

<code> [t](#) [f](#)

SKU 7976613

**\$110.00**

— SHIPS FREE! —  
Shipping Options

Color:

Black/White/Hot Berry

Size:

Size Chart

Select Women's Size

Width:

B - Medium

ADD TO CART

ADD TO MY FAVORITES

Don't see your size?



Recommended With This Item



**Zensah**  
Compression Leg Sleeves  
**\$39.99**



**Superfeet**  
Premium Blue  
**\$39.95**



**Superfeet**  
Premium Orange  
**\$44.95**



**CEP**  
Running O2 Compression Socks  
**\$60.00**

Customers Who Bought This Item Also Bought



**ASICS**  
GT-2170  
**\$110.00**



**ASICS**  
GEL-Nimbus 14  
**\$140.00**



Fit Survey: **54%** Felt true to size | **73%** Felt true to width | **56%** Moderate arch support

Customer Reviews

ASICS GEL-Cumulus® 14

Sort by: Most Helpful | Newest

WRITE A REVIEW

3 people found this review helpful

Overall: ★★★★★ Comfort: ★★★★★ Style: ★★★★★

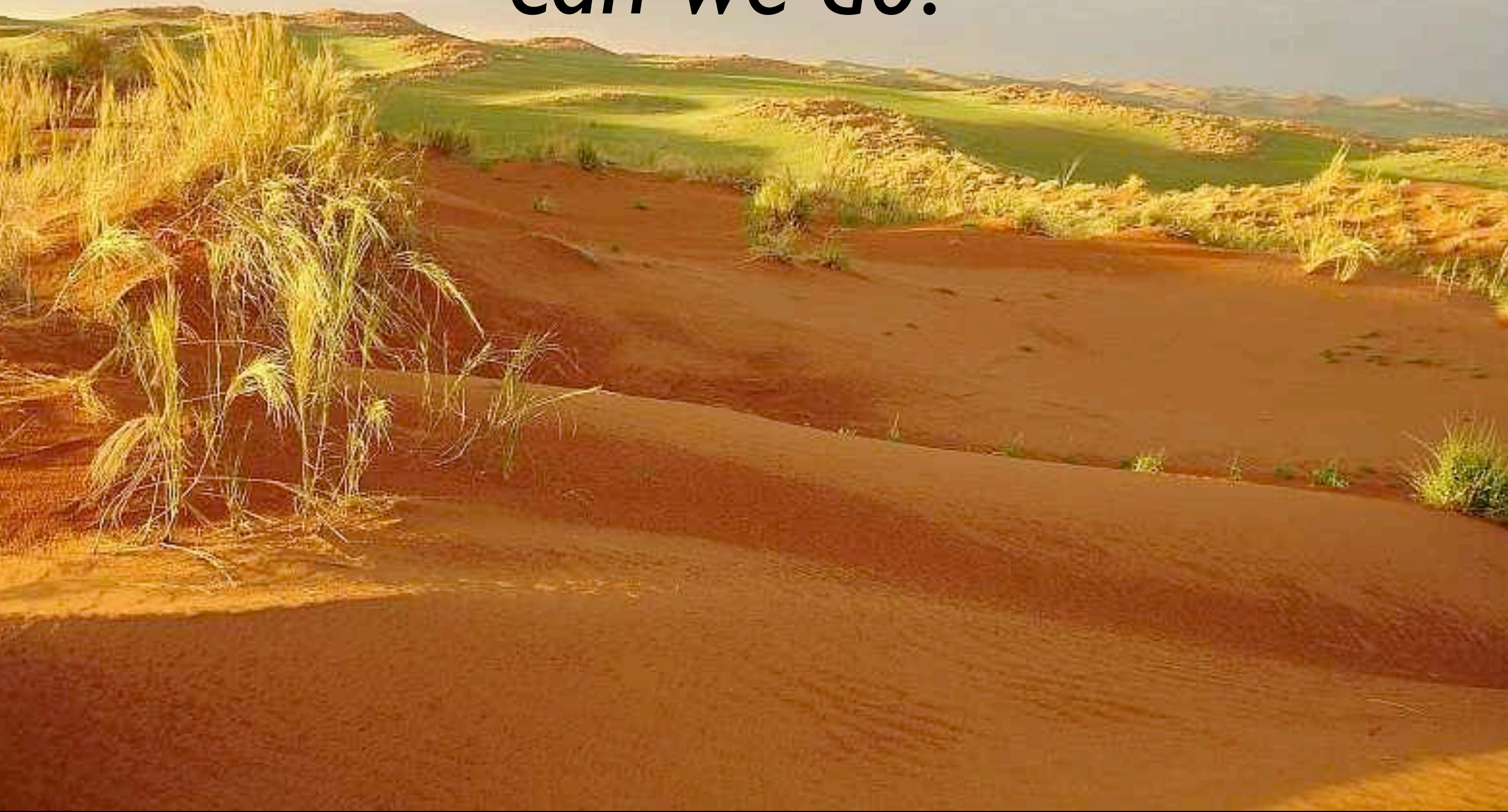
Fit Survey

Runs Small | Runs Large



# Man in the Desert

## Approach for “*What else can we do?*”



Identify 1-2 “*What else*”  
ideas



easy

STAPLES



[Hotel Website](#) | [Visit Hyatt.com](#) | [Customer Service](#)

**HYATT**  
FISHERMAN'S  
WHARF  
SAN FRANCISCO

**ROOM READY****HYATT AT FISHERMAN'S WHARF**

Guest Name: Myra Golden

Room Number: 301

Dear Myra Golden

Thank you for using Web Check-In.

Your room number is 301.

Your room is ready. You can use the barcode at the kiosk to receive your keys and complete the Check-In when you arrive. Your credit card has been processed. If you wish to use a different card, please see the front desk.

Thank you,  
Hyatt at Fisherman's Wharf Team



WBN11054513

**DIRECTIONS TO ROOM**

\*\*\*\*\* ROOM DIRECTIONS \*\*\*\*\* Your room is located on the THIRD FLOOR. The elevators are to the left of the kiosks. From the elevator landing, turn left in the

# EasyPay

The Apple Store app on your iPhone is the fastest way to buy these products. Just scan and go.



# Easy at Apple



Welcome to the Apple Store

# Woodland Hills



## EasyPay

Shop, scan and pay now



## Get Help

Customers in line

8



## Get Support

Next Mobile Opening:

12 min

Upgrade your iPhone  
Check to see your pricing  
for iPhone 5.



Featured



Products



Stores



Cart



More

What's one way you  
can make life easier for  
students?





Guidance, yet freedom



# A P P L E

- Approach customers with a personalized warm welcome
- Probe politely to understand all the customer's needs
- Present a solution for the customer to take home today
- Listen for and resolve any issues or concerns
- End with a fond farewell

# Starbucks 5 Ways of Being

1. Be welcoming
2. Be considerate
3. Being involved
4. Be genuine
5. Be knowledgeable

Customer experience =  
MOST important thing



We are a  
**service**  
company that  
happens to sell  
coffee



Give customers the  
best shopping  
experience on the  
internet.

Zappos mission





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)