

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?”

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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

Vera Bradley Tote \$46.00

Reebok ZigEnergy \$76.15 \$99.99

Reebok ZigPulse II \$76.15 \$99.95

Reebok ZigFlow \$76.15 \$99.99

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

Internet 100%

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Customer Experience Speaker | Mike Wittenstein

ASICS GEL-Cumulus® 14 Black/White/Hot Berry

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

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365 Day Return Policy **FREE** Shipping Both Ways

In other words, 1 full year! It's always on the house!

MY CART

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

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ASICS GEL-Cumulus® 14

★★★★★ 28 Reviews

SKU 7976613

\$110.00

— SHIPS FREE! —
Shipping Options

Color: [Black/White/Hot Berry](#)

Size: [Size Chart](#)
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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


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

This is the most comfortable shoe for anyone who needs support at the metatarsal arch.

Man in the Desert

Approach for “What else can we do?”



Identify 1-2 “*What else*”
ideas

easy

STAPLER

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.



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Stores



Cart



More

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



Guidance, yet freedom

APPLE

- **A**pproach customers with a personalized warm welcome
- **P**robe politely to understand all the customer's needs
- **P**resent a solution for the customer to take home today
- **L**isten for and resolve any issues or concerns
- **E**nd 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
- For questions not answered today, email me at myra@myragolden.com.
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