

# How the Best Deliver the Best Customer Experiences

*Insights from the best for AIRS Organizations*

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# Insights from Mona

- Anger must be acknowledged
- Show genuine concern
- Relate and respond

The issue is not the  
issue.

---Iyanla Vanzant



# What's Missing?

- Perception of apathy/rudeness
- No acknowledgement of the customer's problem (or emotion)
- No sense of urgency
- No personal connection

# What the Best Do

- Connection
- Empathy
- Listen
- Make customers feel good/enrich others

# The solution:

Master the 4 Elements of the Best

# \*Quick Personal Story\*

Because every keynote speaker has to have a story

# At F&CS I:

- Connected
- Empathized
- Listened
- I hope I made my clients feel good

# Personal emotional connections



# 4 Drivers of Connection

- Acknowledgment and pacing
- Attempting PEC
- Meeting expressed and unexpressed needs
- Ability to relate and respond





**Acknowledge & Pace**

# Acknowledge concern

- *“I can understand how frustrating it is when....”*
- *“I realize how complicated it is to....”*
- *“I cannot imagine how upsetting it is to....”*
- *“I know how confusing it must be when...”*

# Pacing Customers

What it is. How to do it.





Attempt connection

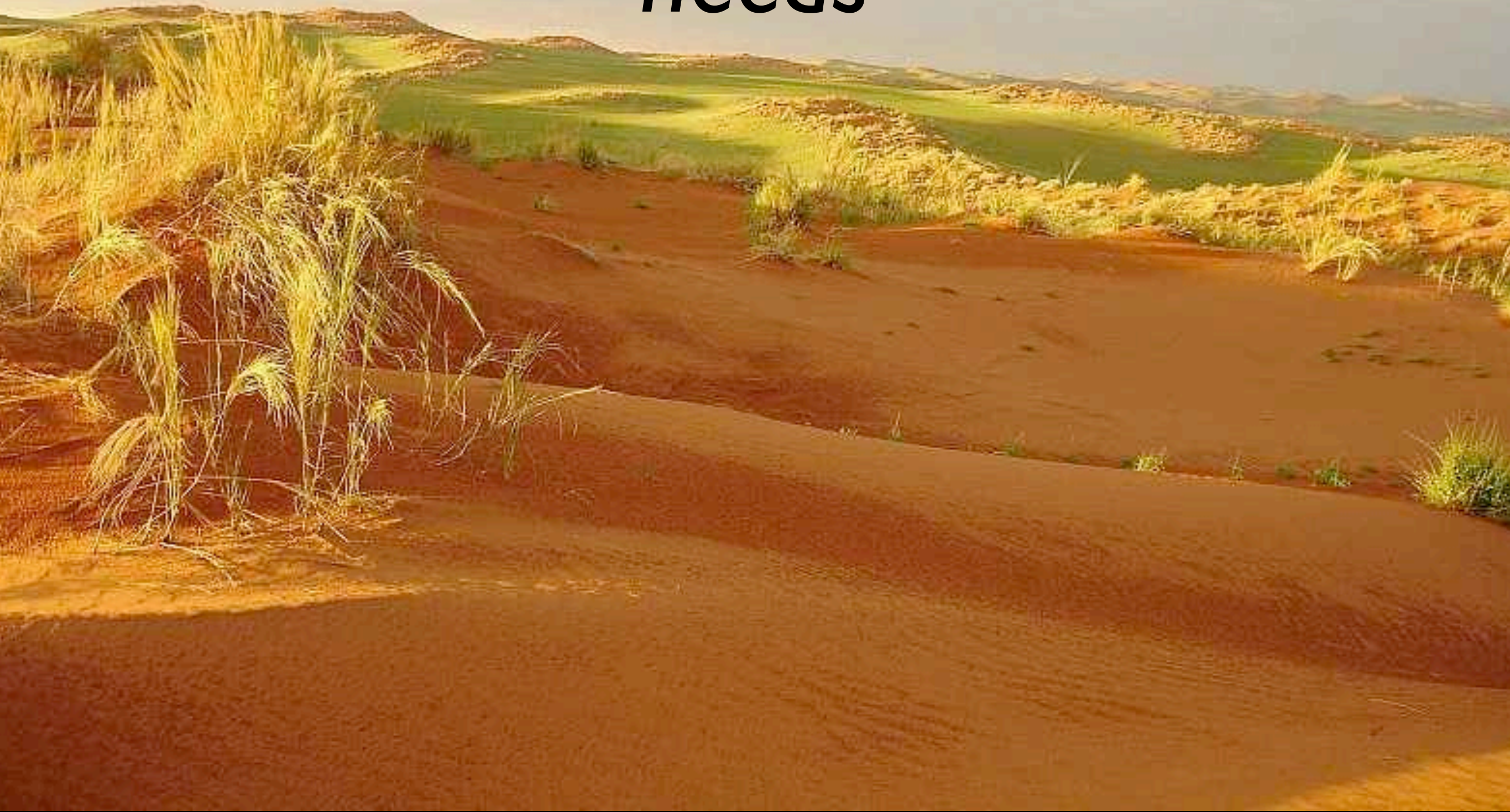


# Connection at my Starbucks





Connect by meeting  
*expressed & unexpressed*  
*needs*



# Relate and Respond

for easy connection





Empathy

# Reactions

- “Wow”
- *“This will make me a better nurse, a better person.”*
- *“Getting old sucks, even if it’s just make believe.”*
- *“I didn’t realize how insensitive I was with clients.”*

# Empathy

Simply is about getting in the other person's shoes

If you could stand in  
someone else's  
shoes...hear what they  
hear, see what they  
see, feel what they feel,  
***would you treat  
them differently?***

*Could a greater miracle  
take place than for us to  
look through each other's  
eyes for an instant?*

--Henry David Thoreau

# Empathy Phrases

- *“I know how confusing it must be when...”*
- *“I realize this must be frustrating for you.”*
- *“I cannot imagine how upsetting it is to...”*
- *“It sounds like you’ve had a challenging time.”*
- *“I want to get to the bottom of this just as much as you do.”*

# 4 questions

- *How does the person I'm trying to help feel?*
- *How would I feel if I were that person?*
- *What kind of attitude/tone/empathy would I expect if I was the client?*
- *Did I make an attempt at Personal Emotional Connection?*





# S.M.A.R.T. Goals



Be Gumby!

# Listen

Really listen





**Seek first to understand**



Diagnose before you  
prescribe.

# Empathic Listening

- Listening with full intent to not only words, but other signals....
- Tone
- Pace, volume, flow, emphasis
- Body language/facial expression
- Being able to feel/sense the situation from the other person's perspective

# Probe politely

To ensure you understand exactly what your client  
needs





My client probed

Adopt (or adapt) and  
Apply

How to Make Clients  
Feel Good (Enriched)



Make clients feel smart/  
good even if they ask  
“silly” questions.





What time is the  
3 o'clock parade?



Man in the Desert  
approach is a great  
way....



# When the client is wrong....

- NEVER tell a client they are wrong....
- Focus on maintaining the client's esteem and stay positive
- Hear the client out - don't interrupt
- *“I think what may have happened is....”*
- *“It's an easy mistake to make.”*
- *“I could be wrong, let's take a look.”*

We are at our best  
when we deliver  
enriching experiences.

--Apple credo



The most important component of the Apple experience is that the staff isn't focused on selling stuff. It's focused on building relationships and trying to make people's lives better.

--Ron Johnson

# Feeling Special

Apple employees must master the art of making customers feel special



# APPLE

How Apple Makes Customers Feel Taken Care of

# 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

What's one idea you  
can take from  
APPLE?

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Start

Stop

Continue

# Let's connect

- For a copy of today's slides, go to MyraGolden.com (and click on "blog")
- For questions not answered today, email me at [myra@myragolden.com](mailto:myra@myragolden.com).
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