



Point A to B

Moving from Satisfaction to Exceptional...Delivering
Sensational Service

Wake-up Call

ARE YOU SWIMMING OR TREADING WATER?



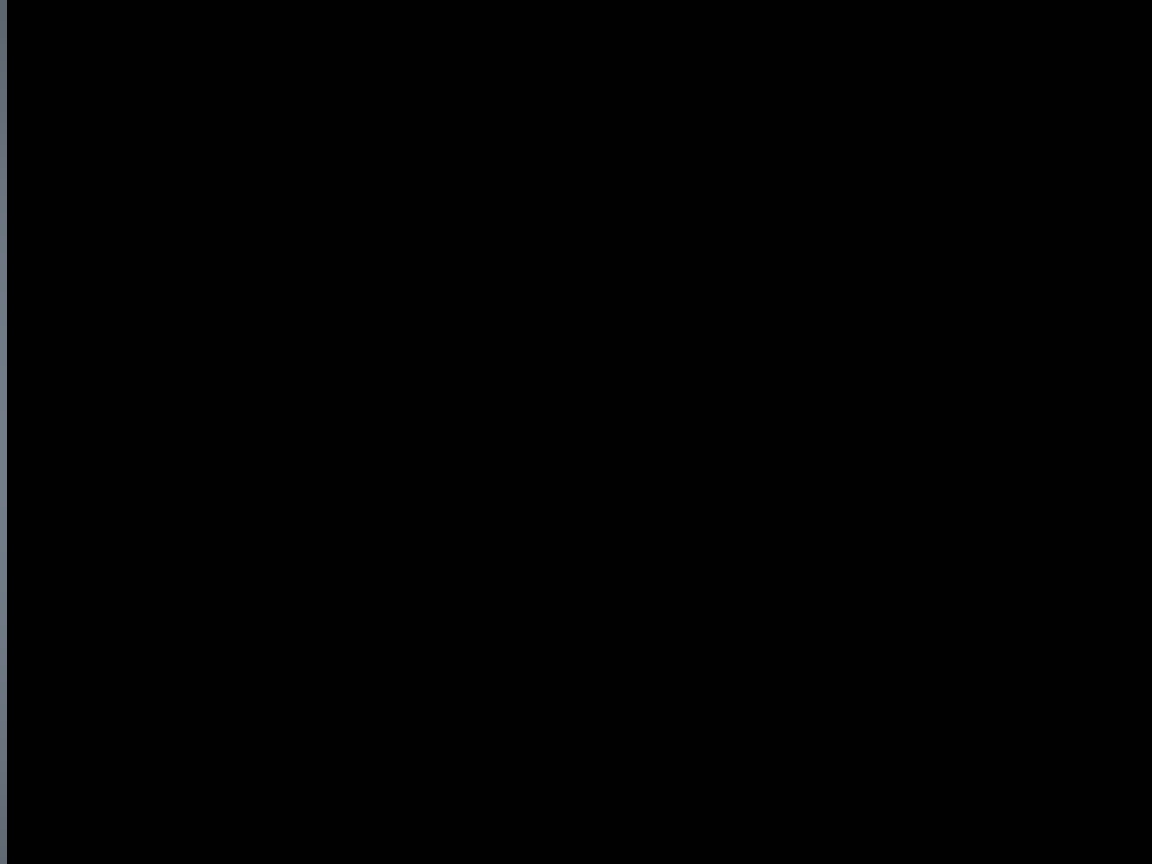
THE TEETER-TOTTER HAS SHIFTED



IS SATISFACTION ENOUGH?

GET

SATISFACTION



Let's Get Real... Can you afford to leave

Exceptional Service

to chance?

Spin The Wheel?



Roll The Dice?



Strategy Works!



SATISFACTION IS EXTINCT – EXCEPTIONALIZING IS IN



ex-cep-tion-al

adjective

1. unusual; not typical
2. unusually good;
outstanding



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WHY IS EXCEPTIONALISM SO IMPORTANT?

The Customer's Choice

- Visit your destination or your competitors
- Use your products/services... or your competitors
- Come back
- Not badmouth you
- Recommend you



**Are you Driving your Customers
to Choose You?**

DO YOU KNOW YOUR COMPETITORS?

**Doing
nothing!**

**Good
enough!**





RATING

<input checked="" type="checkbox"/>	Exceptional
<input type="checkbox"/>	Exceeds requirements
<input type="checkbox"/>	Meets requirements
<input type="checkbox"/>	Needs improvement
<input type="checkbox"/>	Poor

**HOW WOULD YOUR
CUSTOMERS' RATE YOU?**



**How will you influence
customers**

to choose you?

**DOING THINGS
DIFFERENTLY LEADS TO
SOMETHING Exceptional**

Why Exceptionalize Your Service?

With ongoing challenges – greater competitive forces – pressures – higher standards and increasingly demanding customers...you

Have no other choice!

Doing your job is no longer job security.
Customers expect **EXCEPTIONAL EXPERIENCES**
and today's effective manager's demand
EXCEPTIONAL PERFORMANCE.



“Yesterday’s home runs don’t win today’s games.”

- Babe Ruth, Hall of Fame Baseball player

**Turn the page on yesterday.
Focus on today and tomorrow.**

*So you need to change - **FAST!***



- Is your environment fresh/stimulating?
- Are you an order-taker or service provider?
- Do you know how your role impacts the customer?
- Are you reassured your work makes a difference?
- Is communication free flowing and positive?
- Are you handcuffed or empowered?
- Is your customer service authentic?
- Are you self-motivated?
- Are you a difference-maker?
- Are you an owner or renter?
- Are you enthusiastic?



Are you blending in or standing out?



.“There’s no good
just being better,
...you got to be
different.”

Charles Handy

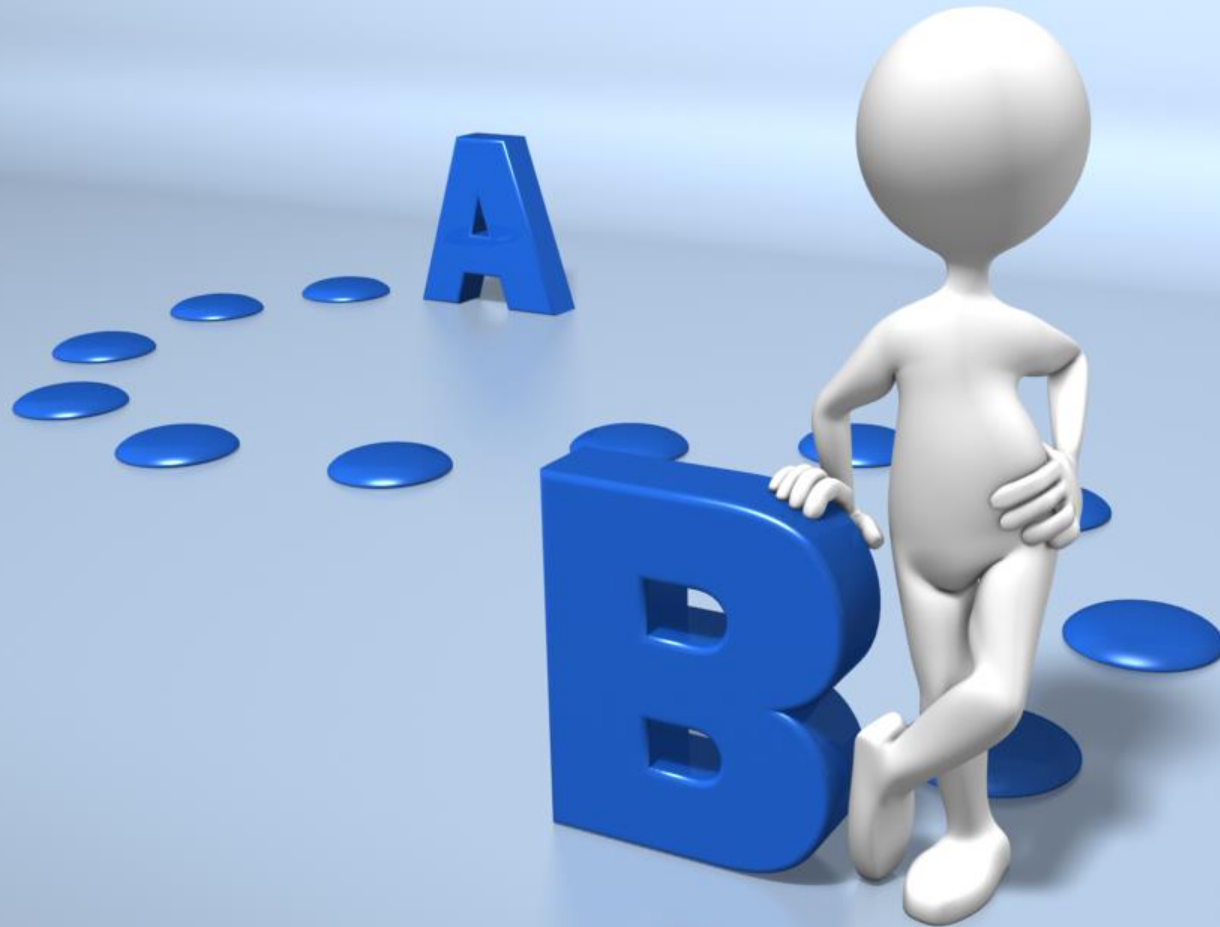


boring

It's difficult to be loyal to boredom!

the time is now...

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Add some 'Lagniappe'

Give your Customers something extra/unexpected!

E's of Exceptional Experience



1. Easy
2. Educate
3. Engage
4. Explore
5. Exceptional

**Re-Invent The Customer
Experience...vs. improve it!**

Three Best Practices of Exceptional Service

- Image
- Behaviors
- Communication



Service Starts with Relationships

“You can make more friends in two months by being interested in other people than in two years of trying to get people interested in you.”

—Dale Carnegie

Enhance Relationships

- Be friendly first
- Be positive and engaging
- Arouse excitement/energy
- Become genuinely interested
- Smile
- Remember names
- Be solution-oriented
- Encourage others to talk about themselves
- Talk in terms of the other person's interests
- Make other people feel important—sincerely



A close-up portrait of Jeff Bezos, looking upwards and to the right. He is wearing a dark suit jacket, a white shirt, and a dark tie. The background is a solid teal color.

“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the **customer experience** a little bit better.”

Jeff Bezos, Amazon

Feelings have a
critical role in the
way customers are
influenced.





Meeting or Exceptionalizing?

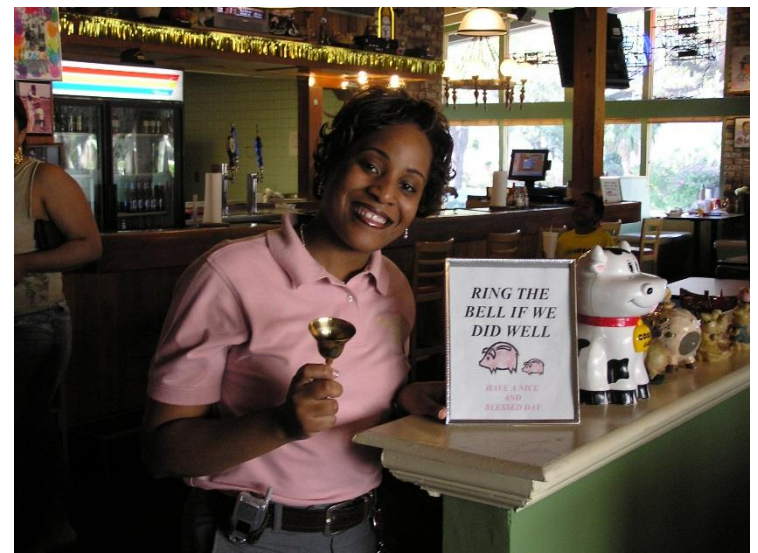
Every action counts and influences

- Surprise – jolt
- Stimulate
- Unique
- Interesting
- Spontaneous



Nobody raves about average!

Which bell is exceptional?



Customers LOVE personal service



Ellianos Coffee Company



FOR OUR CUSTOMERS:

Our mission is to thrill our customers by swiftly and cheerfully serving premium quality coffee, espresso beverages, smoothies and more at convenient locations.



Southern Hospitality Shines

MOBILE BAY

Fox 10tv.com

15 February 2013

SECRETLY AWESOME

IF YOU THOUGHT SOUTHERN HOSPITALITY WAS A THING OF THE PAST, THINK AGAIN. "One man said BBQ, oh wow, I hope you have some baked beans. I said it wouldn't be BBQ without the baked beans," said Elbert Wingfield. Wingfield owns Saucy-Q, BBQ and brought his hospitality down to families at the cruise terminal. He started preparing the food at 5:30 a.m.

"We took the food down there about 11 a.m. and we stayed there for while. Then the mayor's office called and said they needed more food so we took more food back down there," Wingfield said.

BBQ, pulled pork, potato salad, even bread pudding. No one had to pay a dime for it. Wingfield said, 'That's what we do, take care of people.' He said its part of the culture in the South.

"We are southerners, so we do that Christian thing. Regardless to what people do to us because we're going to get a bigger reward in the end," Wingfield said. "It made me feel good, and that's reward enough," Wingfield said.

Meet Mitch



**Breakfast
Hostess
Charleston, WV**

**Inventor of
Calmerdowner**

Should there be a limit on “Customer Appreciation?”



Are you Creating an Exceptional Experience?



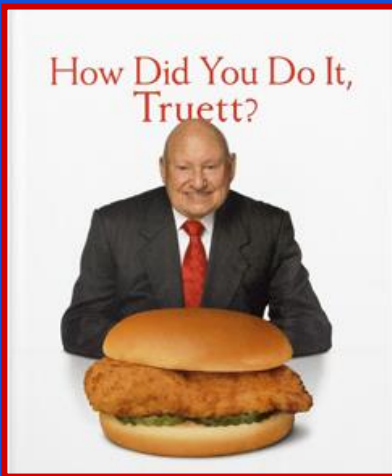
Some fast food service giants can't beat customers off with a stick.



Ever SEEN the lines that stretch around a Chick-Fil-A restaurant at feeding time?

Customers will chase you, if you deliver EXCEPTIONAL VALUE.

When you EXCEPTIONALIZE IT... you create a natural attraction. Customers gravitate toward your products and services.



*Truett Cathy, Founder,
Chairman, CEO,
1921-2014*



*“As we strive to continuously improve, we want **customers to experience** something unique. We want to build community and create relationships between our customers and our food, people and restaurants.”*

We're here to serve...and not just chicken!

Another Exceptional Idea





“Learning and innovation go hand-in-hand. The arrogance of success is to think what you did yesterday will be sufficient for tomorrow.

Business Leader, William Pollard

The six most expensive words in business:
'We've always done it that way.'

**Innovative thinkers are constantly asking the question:
How can we make things better?**



THE PURPLE COW, SETH GODIN
Transform your business
by being remarkable.



Why do you need a Purple Cow?

- Too many products
- Hard to stand out

1st Rule: Make an awesome product; provide exceptional service

2nd Rule: Recruit influential people to talk about your awesome product and/or your exceptional service

IKEA – Starbucks – Krispy Kreme – Jet Blue - Google

**DOING THINGS
DIFFERENTLY LEADS TO
SOMETHING Exceptional**



**DOING THINGS
DIFFERENTLY LEADS TO
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Take Back Activity

Brainstorm ways you can stimulate Positive Word of Mouth, Promote Customer Retention and Drive Product Differentiation by being exceptional vs. ordinary in the four customer interactions:

**Customer Calls
Your Business**

**Customer
Arrives:
First Impression**

**Customer
Complaints**

**Customer
Departs:
Last Impression**



think 3D

be



dramatically and
demonstrably
different



**You cannot make it as a wandering generality.
You must become a **meaningful specific.****



Feature Presentation:



Cross: 1. to move from one side to another. 2. to pass over mediocrity

• Obstacles/Roadblocks:



- People

• Ways to overcome:



- Hard work



The State of Service

- The best get better.
- Good is the enemy of great.
- Your customers get better when you do.
- Every service needs tweaking.
- The challenge of delivering great service – FOCUS, commitment and ownership.

“Do what you do so well that they will want to see it again and **bring their friends.**”

Walt Disney, Founder of Disney





A powerful but simple rule:

Always give people more than they expect to get by **Exceptionalizing** your service.

Are YOU Ready To Cross The Line to Exceptionalize the Customer Experience?

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