



Olympic
CULINARY LOOP

The logo for "Olympic Culinary Loop" features the word "Olympic" in a large, purple, cursive script font. Below it, the words "CULINARY LOOP" are written in a smaller, purple, all-caps, sans-serif font. To the right of the text is a colorful illustration of a fish, a wine glass, a plate of food, and a flame.

7 PILLARS OF CUSTOMER EXPERIENCE

OLYMPIC CULINARY LOOP



INTRODUCTION:

Wowing the customer builds the organization's reputation and overall brand. Employees will not always understand this; therefore, it is **IMPERATIVE** that you challenge yourself and your fellow associates as you educate and coach to levels beyond current.



RESEARCH

90 % of machine manufacturers said in order to defend against low cost competitors a greater percentage of their revenues must come from services; therefore, the way they service their clients is critical to their long-term success

- *Industry Week*



RESEARCH

If you can prevent 5% of your customers from leaving you can increase your bottom line profit by 25 – 95%

- *Harvard Business Review*



RESEARCH

- The average American business loses 15% of its customer base each year.
- 68% of customers who stop buying from one business and go to another will do so due to poor or indifferent service.
- 82 % go somewhere else because of a specific customer service issue
 - *US News and World Report*



PILLAR I: DEVELOP A CUSTOMER SERVICE MISSION STATEMENT

- Clearly convey your company's specific objectives as they relate to desired customer experience.
- Should be dedicated to building an organizational perspective of what **WOWING** the customer is truly about.
- Communicate mission statement with customers **AND** associates.
All to keep the mission alive as well as communicate its successes.



PILLAR 2: CUSTOMER SERVICE IS ATTITUDE AND ACTION

- It is imperative that associates have the proper attitudes as well as the capacity to take action.
 - Its one thing to be willing to offer great customer service, however willingness means nothing without action.
 - Employees need to be empowered and transformed into associates who are able to take matters into their own hands and impress customers.



PILLAR 3: BASE TRAINING

- Associates must be educated on expected customer experience outcomes and best practices.
- Base training should include 3 major components
 - Workshops | • Discussion | • Real world activity
- In-service trainings should teach core content and facilitate discussion about real-world challenges of the organization, as well as specific customers.
 - Deeper engagement when training draws upon job specifics



PILLAR 4: COACHING ASSOCIATES

- Coaching is imperative to helping associates embrace the techniques taught, and form new positive attitudes about the program.
- Remember: **Managing** is about telling people what to do; **Coaching** is about asking questions and helping employees transform their performance into exceptional associations of your organization.



PILLAR 5: CREATIVE THANK YOU'S

- Most people will NOT take the time to say thank you because they are too busy, so make this a common practice in your organization.
- If your competition is too busy while you make the time, you will truly stand out.
- A simple hand written note is all it takes.
- Cards are NOT the only way to say thank you, Get Creative.



PILLAR 6: FUNCTIONAL WALKTHROUGH

- A functional walk-through is a step-by-step view of the lifecycle of a customer as it relates to doing business with your organization.
- The key is to identify stages in which specific people or departments engage and/or interact with the customer.
- Helps organizations identify key points where they can create added-value interactions.
- Few organizations will ever take the time to look at the customer in such a manner.



PILLAR 7: ENGAGE ENGAGE ENGAGE

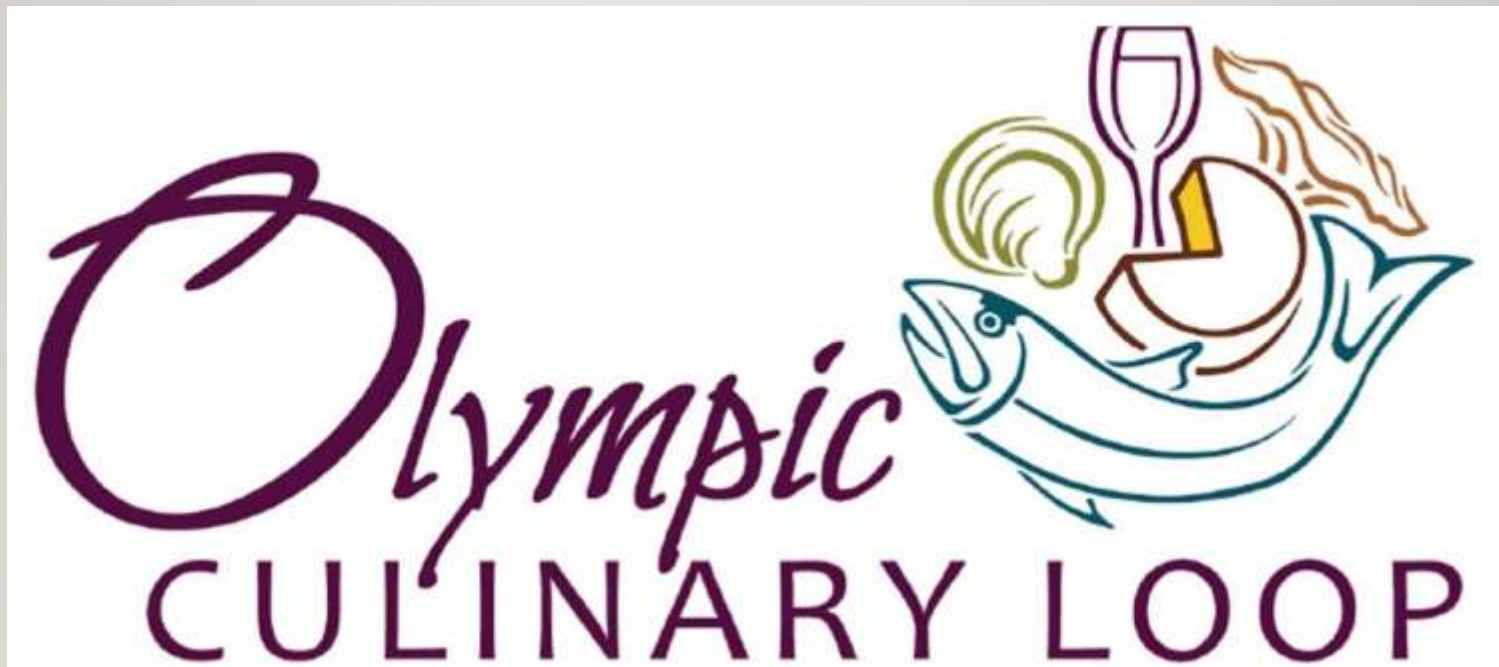
- Have your staff learn three new things about clients daily.
- “Employees” will push back. Most want to come to work, do their jobs, and go home.
- “Associates” desire to help grow the business
- Engage your staff in the manner you wish them to be



SUMMARY

- Building a customer experience driven organization has many components, each rely on one another.
- It is critical that the organization embraces this movement from the top down and challenges **employees** to become **associates** who go above and beyond any past level of customer service they have experienced.
- This endeavor will come with transformation periods of pain, frustration, and ultimately exhilaration in knowing you're on the path of developing deep and profitable customer relationships.

THANK YOU



www.OlympicCulinaryLoop.com