



**Instructions:** Quickly review the following quotes on the topic of Customer Experience.

1. Place a **!** besides the top two or three quotes that excite you. Place a **?** besides one or two quotes that you either have questions regarding or you'd love to debate with the person the quote is attributed to.
2. Share at your table your !'s and ?'s
3. Is there a most popular ! or ? at your table? Identify someone to report out to the whole group

"The goal as a company is to have customer service that is not just the best but LEGENDARY."

"Kind words can be short and easy to speak, but their echoes are truly endless."

"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."

"A man without a smiling face must not open a shop."

"People before profit."

"Our mission statement about treating people with respect and dignity is not just words but a creed we live by every day. You can't expect your employees to exceed the expectations of your customers if you don't exceed the employees' expectations of management."

"Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business."

"To understand the man, you must first walk a mile in his moccasin."

"Customers don't expect you to be perfect. They DO expect you to fix things when they go wrong."

Spend a lot of time talking to customers face to face. You'd be amazed "how many companies DON'T listen to their customers."

There are no traffic jams along the extra mile."

"Well done is better than well said."

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down simply by spending his money somewhere else."

"It is not the employer who pays the wages. Employers only handle the money...It is the customer who pays the wages."

"If you work just for money, you'll NEVER make it, but if you love what you're doing and you always put the customer first, success will be yours."

"Your most unhappy customers are your greatest source of learning."

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

"Be everywhere, do everything, and never fail to astonish the customer."

"The best way to find yourself is to lose yourself in the service of others."

If you're not serving the customer, your job is to be serving someone who is."

"Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves."

"One customer well taken care of could be more valuable than \$10,000 worth of advertising."

"Consumers are statistics. Customers are people."

Courteous treatment will make a customer a walking advertisement."

"When the customer comes first, the customer will last."

The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing."

"The customer experience is the next competitive battleground."