

Customer Experience with Return on Relationship

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Open your minds
right now that
there might be
another way,
and allow me to
take you down
that path.



Winning in service markets, winning in **every market...** is all about customer experience!



When everyone
has a stake in the
outcome, the
customer isn't the
only winner —
everyone
benefits



Your goal with every outreach,
interaction, and inbound customer
engagement should be to...
Gain Social Trust.

Always remember that ***the only time you have 100% of your customer's attention is when they are looking for Customer Service...***

DO NOT MISS THAT OPPORTUNITY!



The only time you have 100% of your customers attention is when they are looking for Customer Service... do not miss that opportunity.

#RetailRelevancy
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A “**Brand**” is what a business does
and a “**Reputation**” is what people
remember and share.

Think **REPUTATION**, not ranking...

CONNECTION, not network

LOYALTY, not celebrity



If you are only focused
on the **Money**

You risk completely
overlooking the
People



It's time to forget the buzzword
OmniChannel, which is still a siloed
concept, and start thinking...
OmniPresent

An integrated OmniPresent experience
connects your employees so they can
collaboratively deliver a seamless experience.



An OmniPresent approach goes beyond connecting your various channels and assigning people to engage and connect with customers...

...it makes it super-easy,
AND empowers employees
to connect and bond with each other.

Set the stage for
innovation by
bringing back real
brainstorming!



Where brains are
actually
storming...

True
brainstorming =
diversity of
thought





**Your brand/business is what
you do; your reputation is
what people remember and
share**

**#RonR #NoLetUp
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The six words to never say if you want
to remain competitive...

“We’ve always done it this way.”

ABC (Always Be Changing)

Developing a system that ensures that **everyone is on board, while breaking internal barriers**, are key to delivering seamless customer experiences.

A Network Gives You Reach...
But A Community Gives You
Power! **Networks Connect...
Communities Care!**



Loyalty Marketing
from Within...

Empower Your
Employees and
they will Power
your brand



Encourage them
to think like a
child again...

and change their
creative mindset
to one that
works!



Empower Creativity



A brand will become critically valuable
to employees if they invest their
personal brand and resources in it.

To Amplify Customer Experience

- Make it better by "really" listening to them
- Always address them by name
- Be useful, Be interesting... stay clear of one-size-fits all
- People love to share... make it easy
- Engage/Captivate... and make Remarkable
- **EMPOWER YOUR EMPLOYEES** to do these things...
and **THEY** will **POWER** your Brand.

Awareness = Revenues

Differentiators = Margins


Authenticity = Loyalty/Advocacy

All Measurable AND = Increased Sales/Profits.

Relationships
ARE
currency!

Honor them...
Invest in them!





**Customer experience
is your only true “real”
branding.**

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**RETURN ON
RELATIONSHIP**
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SO... Customer Experience, Empowering
Employees, and Return on Relationship
come down to...

#BeGoodToPeople

