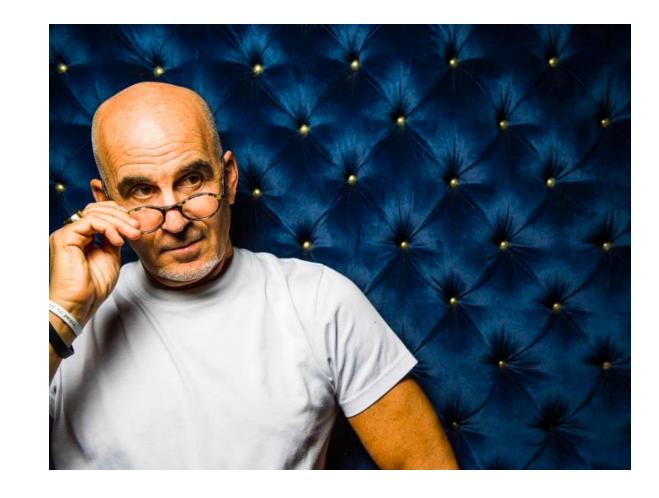
Customer Experience with Return on Relationship

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The Rubin Organization
Strategic Relationship Consultant, *Evergreen Trading*

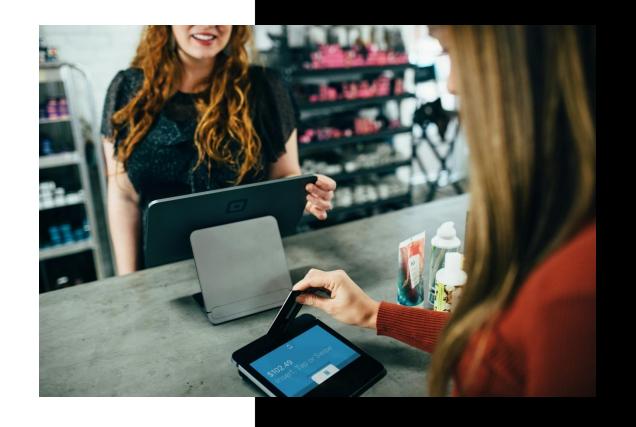


Open your minds right now that there might be another way, and allow me to take you down that path.





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!





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







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...

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.

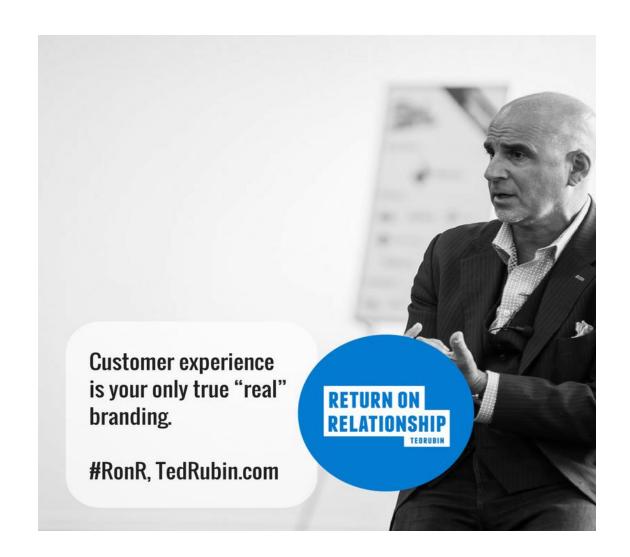


Relationships
ARE
currency!

Honor them...
Invest in them!







SO... Customer Experience, Empowering Employees, and Return on Relationship come down to...

#BeGoodToPeople

