



Tennessee General Assembly

Customer Experience

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Definitions

Customer Experience According to Harvard Business

Review:

Customer Experience is the sum of all interactions a customer has with a company.

Customer Service

Is the advice or assistance a company gives it to its customers.

Personal Customer Experience Story



Southwest Airlines

Strategy

- short domestic flights
- secondary cities/airports
- low price
- reliable
- fun

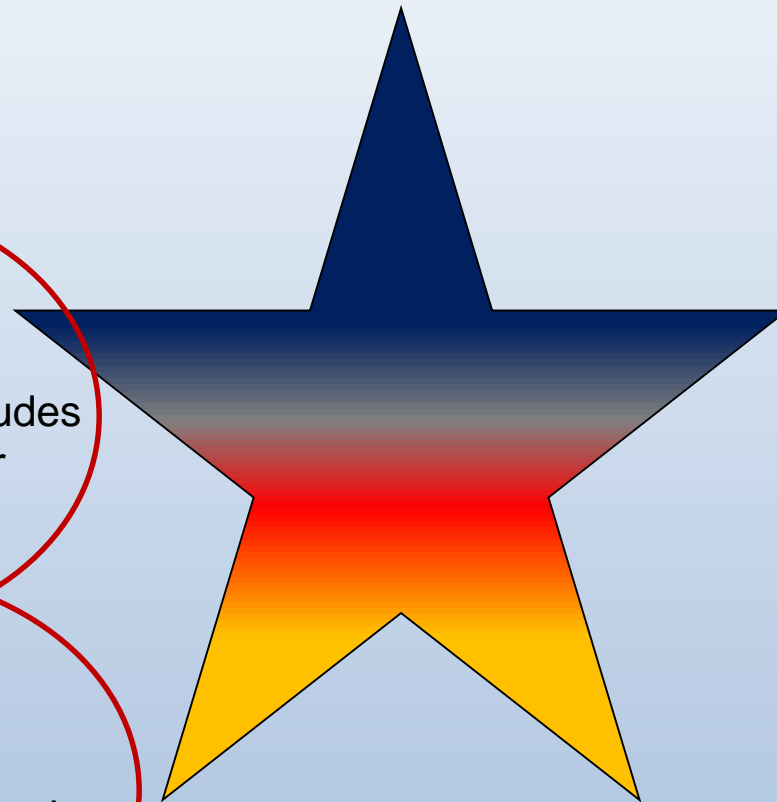
Structure

- functionally organized
- simple
- flat
- flexible job boundaries

Information /

Decision Processes

- controls and measures: efficiency
- very limited spending discretion
- cautious, careful decision making



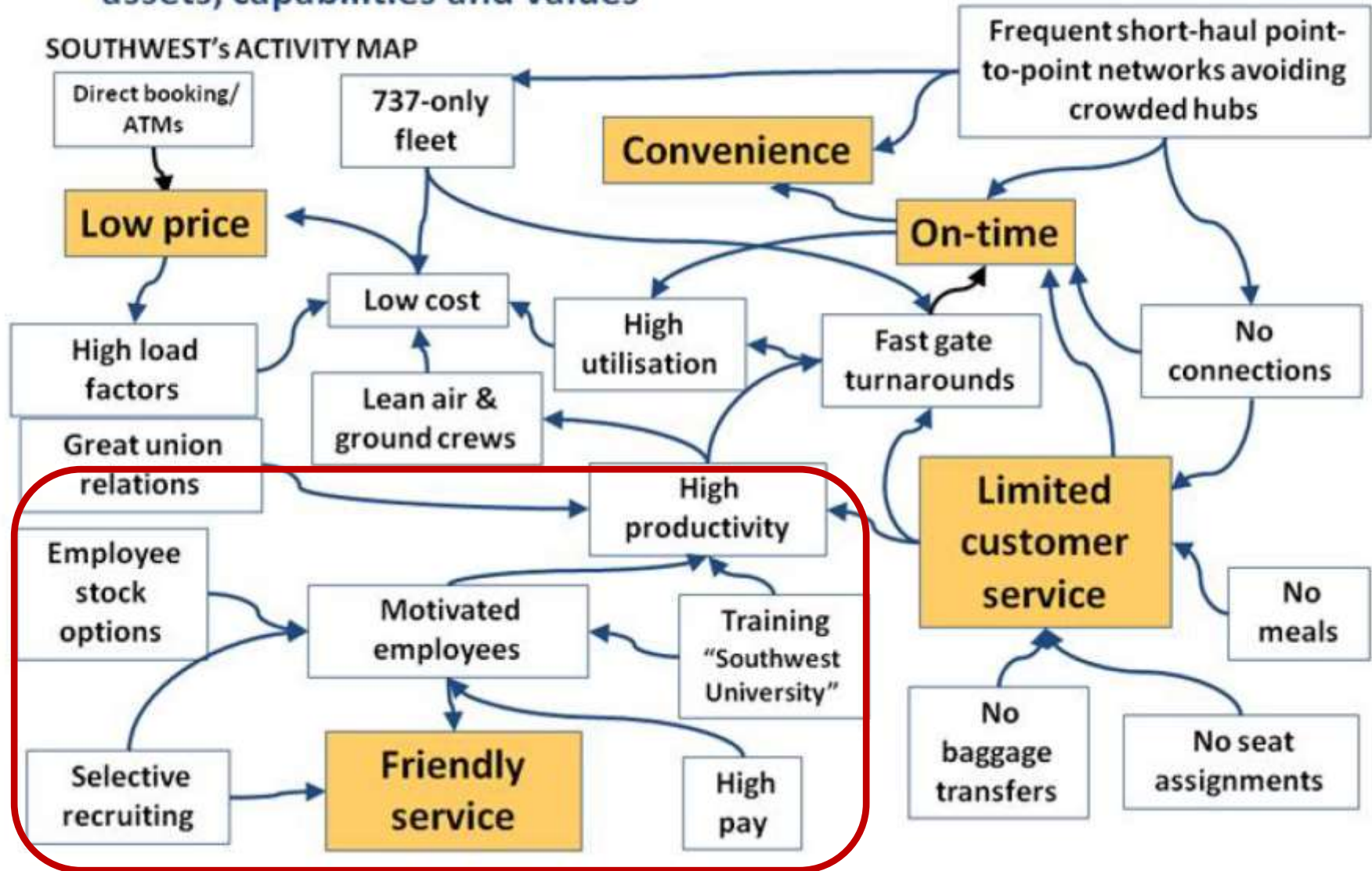
People

- peer hiring
- selection on attitudes
- very low turnover
- loads of training

Rewards

- low base pay (except f.a.'s)
- universal profit sharing
- lots of recognition
- promote from within

An Activity Map connects the Value Proposition to the company's assets, capabilities and values



Personal Customer Experience Observation



How Would You Respond If Asked:
'What time is the 12:00 p.m. lunch today?'



The Credo

- The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.
- We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.
- The Ritz-Carlton experience **enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.**

Three Steps Of Service

- A warm and sincere greeting.
- Use the guest's name. **Anticipation and fulfillment of each guest's needs.**
- Fond farewell. Give a warm good-bye and use the guest's name.

<http://www.ritzcarlton.com/en/about/gold-standards>

“enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.”

AND

“Anticipation and fulfillment of each guest's needs.”

Guest really wants to know...such as,

- What time will lunch be served?
- When should I arrive?
- Where is the best place to sit?



Ask yourself, what is your organization's **"12:00 p.m. Lunch"** question?

How can you help train your employees to forgo the seemingly obvious **"need"** in favor of understanding what each customer truly **"wants"**?

Cindy O'Dell

