

Delivering A World-Class Customer Experience

Lessons From the Mouse

Presented to

**San Gabriel Valley
City Managers' Association**

**by
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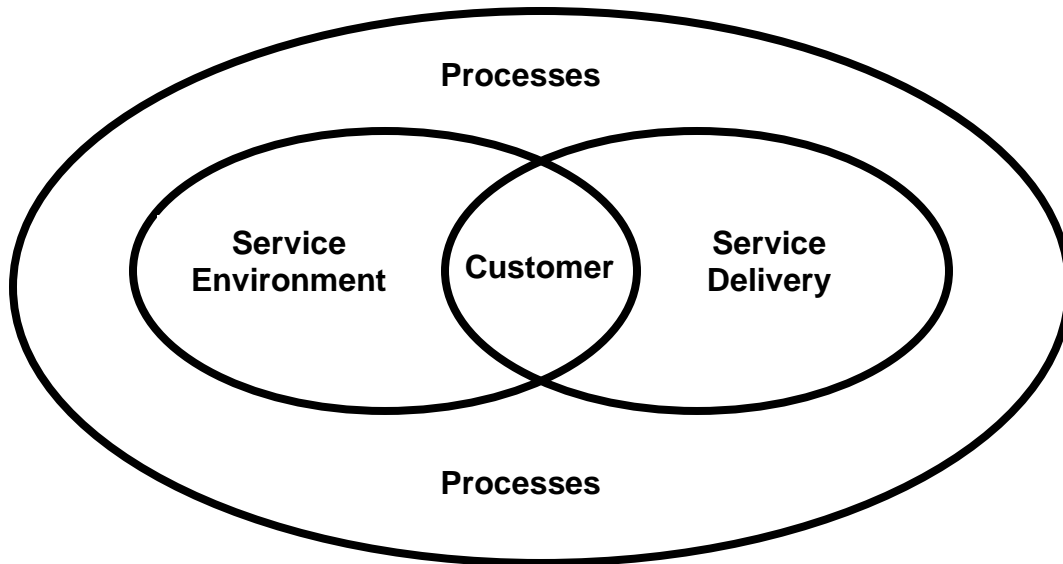
The Customer Experience

Many (most) organizations overcomplicate any initiative they undertake. Because of this over complication, these organizations tend to freeze and never finish what they start. Employees and management become frustrated by the never-ending flow of new initiatives that come and go. This is where the “flavor of the month” reputation begins to haunt any new initiative. **The key is to keep it simple!**

“Simplicity is the ultimate sophistication”

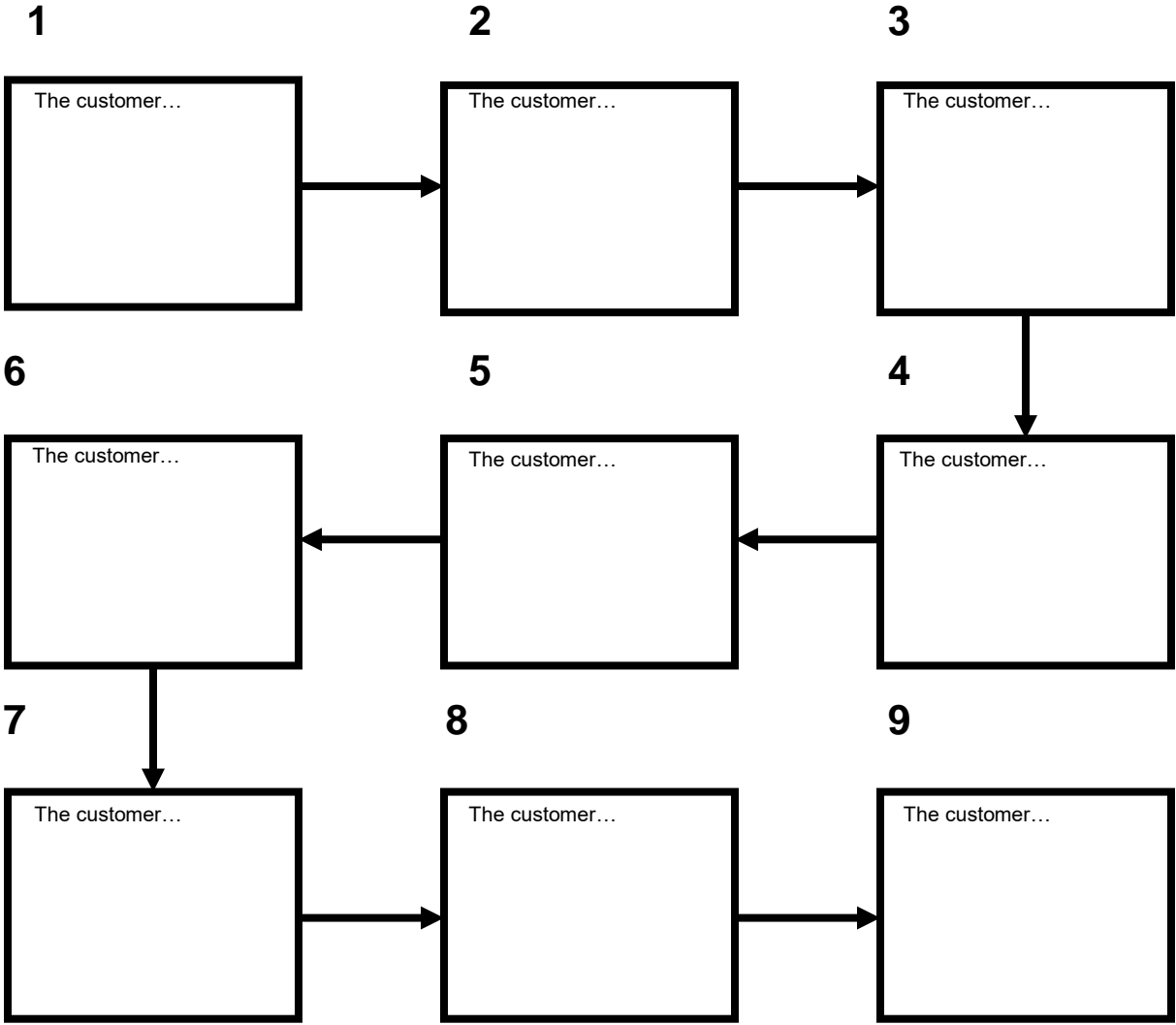
Leonardo da Vinci

The following service model is simple and straightforward. It is easily communicated to everyone in the organization and can provide a foundation or anchor for a service improvement effort.



Customer Experience Map

Process Analyzed: _____



Step 1: List process steps in each block.

Step 2: Which blocks present immediate areas of opportunity? (List in Step 3)

Delivering World-Class Customer Service

Step 3: For each block identified in step 2, describe what would be considered *mediocre* service and what would be considered *excellent* service.

Block Number	Mediocre Service	Excellent Service

Step 4: Choose one or two processes to work towards improving customer service and determine improvement strategies.

Everything Speaks

Every detail of the service experience is saying something about your organization. Everything the customer sees, hears, smells, tastes, or touches impacts the experience. Anything that is out of alignment causes a disconnect in the mind of the customer. **Everything Speaks!** They may not consciously notice every detail, but subconsciously clues to your culture are being communicated. What is your service environment saying about your organization?



Be sure to include physical and “attitudinal” elements.

Everything Speaks Distracter	Everything Speaks Commitment

Customer Expectations



Adapted from Gallup Research

	Service Behaviors
Accuracy	
Availability	
Partnership	
Advice	

Service Improvement Meeting

1. Put team members at ease by holding meeting in distraction-free environment. Silence phones, etc.
2. State the purpose of the discussion: To identify obstacles that are in the way of delivering exceptional member service.
3. Re-emphasize that continuous improvement is not directed at blaming people, but at improving processes.
4. Establish a cooperative environment at the meeting, following the rules for successful brainstorming.
5. Decide on a process on which to focus.
 - Ask, “What operational barriers impede our ability to provide exceptional service every time with this process?”
 - Set allotted time for brainstorming.
 - Record all obstacles on flipchart or worksheet.
 - Encourage all participation, not permitting critical comments.
6. After discussion, select one or two obstacles that are a major source of member complaints and frustration.
7. Generate as many potential solutions to the obstacle as possible. Often, the solution will be generated on the spot. The key is to keep an open mind and build on ideas. While not every solution presented will be feasible, it’s important to respect the contribution.
8. For those solutions that will require time and study to implement, discuss and agree on who will be responsible to work on a solution and others who need to be involved. The more involvement from the team, the greater the resulting buy-in.
9. Set a date to report back on status of obstacle and solution.