

Customer Experience (CX) Story of Dave's Dealership Visit

	Dave has just moved into the neighborhood, and he's enjoying the lakefront property he's waited a long time for. He's slowly getting to know the area and finding new favorite places to do business.
1 st touchpoint	In need of new bumpers for his 23' Malibu Wakesetter, he visits the local marine dealership's website that boasts a convenient location, full inventory of boats and friendly customer service.
2 nd touchpoint	He decides to call them before heading over. His call is answered by an automated voice indicating to "Push 1 for sales, 2 for service, 3 for parts, 4 for finance." He presses 3 for parts, only to go directly into voicemail. He tries to press 0 to speak to a live person but instead hears the recording, "That extension is not valid; please try again." This time he presses 2 for service ... voicemail again. His third and final attempt to speak to someone has his call again being answered by voicemail. He hangs up.
3 rd touchpoint	He decides to drive over. After parking at the local marine dealership he walks towards the entrance where he passes an employee in his dealership logoed polo and cap. The employee glances up, makes eye contact, doesn't smile, quickly puts his head back down, hands in pocket and just walks past Dave.
4 th touchpoint	When Dave approaches the entrance, two employees engulfed in casual conversation are exiting at the same time. Although they held the door open for Dave, they didn't smile, acknowledge or greet him in any way. Although it was nice the employees held the door for Dave, their actions seemed more reactive, and they didn't make him feel welcome or important; they just continued on with their own conversation
5 th touchpoint	Dave glances around the dealership and is impressed by the store layout, ease of access, great visual merchandising using color blocking combos, symmetry and balance to display items, and a full inventory of boats and accessories.
6 th touchpoint	He walks by the front receptionist who glances up from her computer as he walks past her, then puts her head down and focuses on her task at hand.
7 th touchpoint	He casually walks around the dealership, and eventually stops to watch a boating video being played in the showroom.
8 th touchpoint	From there he finds himself browsing through the new Malibu boats, casually walking on and off. He sits in one for a few minutes; savouring the feeling of a new, bigger and more powerful boat than his.
9 th touchpoint	At no time is he approached by a salesperson. He eventually makes his way to accessories where he takes a minute to browse through some marine ropes and anchors

<p>10th touchpoint</p>	<p>It's then a salesperson approaches, smiles and says, "Hello there, welcome. I'm Mike, is there anything in particular you're looking for?"</p> <p>Dave confesses he actually came in to buy 6 bumpers for his boat and simply got side tracked.</p> <p>Mike shares small talk and asks about his boat while taking him over to the bumpers. Dave appreciates Mike's upbeat tone, friendly conversation and his help carrying the bumpers to check out for payment.</p>
<p>11th touchpoint</p>	<p>The person at the parts desk is on the phone when they arrive, but Mike assures him she shouldn't be too long and advises she'll take good care of him.</p> <p>Dave waits in excess of 2 minutes before she finishes the call and finally acknowledges him. She simply asks him, "Will this be everything?" to which he confirms it is. The entire process is very transactional with no further conversation shared. Finally, when the transaction is complete, she hands Dave the bags and says only, "There you go." It's then that Dave ironically tells her "Thank you," to which she replies, "You're welcome."</p>
<p>12th touchpoint</p>	<p>As Dave approaches the door, an employee notices him, advances ahead to hold the door open for him and says, "Thanks for coming in today, hope you enjoy the bumpers."</p>



CUSTOMER EMOTIONAL MOTIVATORS

Customers want to:

- **Feel a sense of affirmation and assurance — How?**

Through your choice of words, share confidence that you fully understand your customer's requests and you are only too willing and pleased to assist them.

Example: Instead of saying "Sure, no problem," give them assurance by saying "Certainly" or "Absolutely."

- **Feel a sense of recognition, respect and importance — How?**

Customers appreciate when you can truly connect with them individuals and not just another number/face. What can you do to let them know you recognize/remember them?

Example: Say, "It's nice to see you again," or "Welcome back, Mr./Mrs. ..."

- **Feel a sense of appreciation and being valued — How?**

Customers have many options of where to spend their time or spend their hard-earned dollars. When they choose to spend their time or money with you, don't take it for granted, think of what you can say or do to show them the gratitude they deserve. Example: Say, "Thanks for coming in today."

- **Feel a sense of belonging and welcome — How?**

Customers want to feel a genuine and warm reception. The welcoming sets the tone for their entire experience to follow. What might you say or do to show this?
Example: Take the time to share words of welcome, i.e. "Good afternoon, how are you today?"

- **Feel a sense of warmth and friendliness — How?**

Customers want some sign that the team is friendly and they know they can turn to someone for assistance if needed. What quick actions could you do to let any customer know you're aware of them? Example: Smile, make eye contact, tip your hat, display positive body language, let them know "We know you're here."

- **Feel pleasantly surprised — How?**

Customers won't always express their true needs and wants with you. Sometimes you will need to read between the lines and pick up hints/cues along the way. Think of things you could do for them before they ask you to. Example: Think of things the customer might need and act on it, to save them a step or be proactive with what they might need

- **Feel special—How?**

Customers don't want to feel processed. They want to feel that you're personalizing the interaction about them. They want you to share small talk and share an interest with them. What could you say to personalize the conversation? Example: Comment on their purchase; compliment them on their boat or an article of clothing; talk about their day, their vacation, their family, etc., all in an effort to make it personal.

SAMPLE KEDs

Customers want to:

- **Feel a sense of affirmation and assurance — How?**

Through your choice of words, share confidence that you fully understand your customer's requests and you are only too willing and pleased to assist them.

KED - **IMPACTFUL WORDS**

- **Feel a sense of recognition, respect and importance — How?**

Customers appreciate when you can truly connect with them individuals and not just another number/face. What can you do to let them know you recognize/remember them?

KED - **NAME RECOGNITION**

- **Feel a sense of appreciation and being valued — How?**

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KED - **THANK**

- **Feel a sense of belonging and welcome — How?**

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KED - POSITIVE GREETING

- **Feel a sense of warmth and friendliness — How?**

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KED - ACKNOWLEDGE

- **Feel pleasantly surprised — How?**

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KED - ANTICIPATE NEEDS

- **Feel special—How?**

Customers don't want to feel processed. They want to feel that you're personalizing the interaction about them. They want you to share small talk and share an interest with them. What could say to personalize the conversation?

KED - CONNECT



↓ **C** onnect

↓ **A** cknowledge

↓ **P** ositive Greeting

↓ **T** hank

↓ **A** nticipate Needs

↓ **I** mpactful Words

↓ **N** ame Recognition

KEY EMOTIONAL DRIVER CLARIFICATION WORKSHEET

Identify the desired actions/standards each driver should deliver. Once established, this will lead to consistency in the levels of service delivery throughout the dealership. Without such detailed standards, there is the risk that the wide demographics and varied generations of your teams could have misinterpretation of each driver.

DRIVER:

ACTIONS/STANDARDS:

- 1.
- 2.
- 3.
- 4.

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ACTION	BENEFITS
2. How will I communicate the Key Emotional Drivers and goals that my employees are to embrace?	Communicate and sets goals to aspire and achieve. This will improve the success rate.
<p>SUGGESTED ACTIONS/TACTICS WHICH WILL TAKE US THERE:</p> <ol style="list-style-type: none"> 1) Encourage others to take the Continuous Certification Course “Supercharge Your Customer Experience.” 2) Share CSI/NPS scores/surveys with employees. 3) Develop Experiential Champions to shadow lagging employees. 4) Host role plays in various departments. 5) Add a customer experience tagline to employee e-signatures. 	
3. How will I provide ongoing daily praise and recognition to employees, as it relates to positive experiential actions taking place?	Employees feel valued and appreciated. This drives the desired behavior.
<p>SUGGESTED ACTIONS/TACTICS WHICH WILL TAKE US THERE:</p> <ol style="list-style-type: none"> 1) Deliver shout-outs by leadership for correct actions. 2) Offer a peer recognition program with recognition of both nominee and nominator. 3) Offer a ballot entry for recognition of KED implementation. 4) Encourage cross-department recognition. 5) Create a WOW book of successes. 	





C Connect

- Engage customers on a personal level.
- Share small talk about the weather, what brings them in; compliment their boat/clothing/purchase, etc.
- Respond to a comment they've shared, adding your personal sentiment, letting the customer know you're listening and enjoying the casual conversation.

A Acknowledge

- Give customers immediate attention using the 10-foot/5-foot policy, at 10 feet make eye contact, at 5 feet smile, nod your head, tip your hat (any form of subtle acknowledgment).
- Let the customer know that you know you're there and you're available to assist if requested.

P Positive Greeting

- Share a warm greeting that's in the moment "Good morning/afternoon/evening," opposed to "Hi."
- Acknowledge everyone in the group (parents/kids/spouse etc).
- Share a positive upbeat tone.
- Ask how they're doing or how their day is going and wait and comment on their answer.

T Thank

- Thank the customer at the end of each service interaction.
- Follow up with a sincere parting statement.
- Invite guest to return again, or say "Hope to see you again soon."
- Respond to "Thanks" with "You're welcome" or "My pleasure."

A Anticipate Needs

- Identify their expressed or unexpressed needs.
- Look for hidden cues.
- Provide proper options, solutions and/or suggest things they may not have realized they needed or may need help with.
- Respond in a timely manner.

I Impactful Words

- Use positive words: absolutely, great, my pleasure, certainly, excellent, fabulous, awesome, definitely, amazing.
- Refrain from saying: no problem, I guess, sure, fine.
- Use energy and enthusiasm.
- Be authentic, not fake.

N Name Recognition

- Use their name, if known.
- Be genuine and use their name when appropriate.
- Create opportunities to learn their name, sometimes even by introducing yourself.
- You can reference their boat name for fun, such as "Hello Mr. Bayliner."



ACTION	BENEFITS
<p>4. How will I, as a leader, display commitment, passion and energy toward customer-centricity, enabling it to move from adequate to exceptional?</p>	<p>It brings infectious enthusiasm to everything you do and to others around you.</p>
<p>SUGGESTED ACTIONS/TACTICS WHICH WILL TAKE US THERE:</p> <ol style="list-style-type: none"> 1. Create an employee experience first to allow a better customer experience 2. Tone at the top — walk the walk, talk the talk. 3. Be accountable and open to feedback. 4. Use/change your verbiage to be more experiential. 5. Remind all of the benefits and why we do it 	
<p>5. What internal programs can leadership develop to reinforce and sustain the customer-centric culture?</p>	<p>This sends a vital message that the organization’s leadership is behind the culture.</p>
<p>SUGGESTED ACTIONS/TACTICS WHICH WILL TAKE US THERE:</p> <ol style="list-style-type: none"> 1. Form a CX Steering Committee (leadership). 2. Form a CAPTAIN Committee (CX Employee Champions). 3. Host cross-functional meetings to discuss CX success/opportunities/tactics. 4. Include reminder details to enhance CX within your daily service sheet. 5. Be consistent with the leader’s message. 	



Needs Analysis Emotional Motivators

Date of Visit: _____
 Arrival Time: _____
 Departure Time: _____
 Dealership Name/Location: _____
 Overall Analysis or Individual Employee Name (role of customer): _____

Rating Scale: Strongly Agree-4 Agree-3 Neither Agree or Disagree-2 Disagree-1 Strongly Disagree-0 Not Applicable-N/A		
My interaction(s) with staff at the marine dealership left me:		
	Potential	Actual
Feeling a sense of affirmation and assurance Staff shared support and confidence through their choice of words that they fully understood my needs/questions and were only too willing to assist me. (e.g. Used words such as "Certainly," "Absolutely," "My pleasure.")	4	
Feeling a sense of recognition, respect and importance A staff member addressed me as an individual and not just another number or face. (e.g. If they knew me, they used my name or addressed me as sir/ma'am.)	4	
Feeling a sense of appreciation and being valued Staff showed gratitude for me stopping by the dealership and/or for my purchase. (e.g. Provided a sincere thank you.)	4	
Feeling a sense of belonging and welcome Staff provided me with a genuine and warm reception. (e.g. "Good afternoon, how are you today?")	4	
Feeling a sense of warmth and friendliness Staff who passed me at the dealership did so with open body language letting me know they're approachable and willing to assist. (e.g. They smiled, made eye contact, or nodded their head.)	4	
Feeling pleasantly surprised Staff were proactive and able to instinctively provide what I needed either before I knew it myself or before I asked them to. They anticipated my needs.	4	
Feeling special Staff took the time to personalize my interaction and didn't make me feel like I was being rushed or processed. (e.g. Staff shared small talk with me about my purchase, my day, my jacket, etc.)	4	
Subtotal:	28	

Please tell us what you liked about the way our team interacted with you.

To improve our team's interaction with customers, please tell us what our team could have done differently.