

The Consumer Experience...Experience.

Transforming your consumer experience by looking to the hospitality and entertainment industry environments

Hospitality and Service Industries...We Can Learn Something from the Good Ones!

IT'S COFFEE TALK TIME!

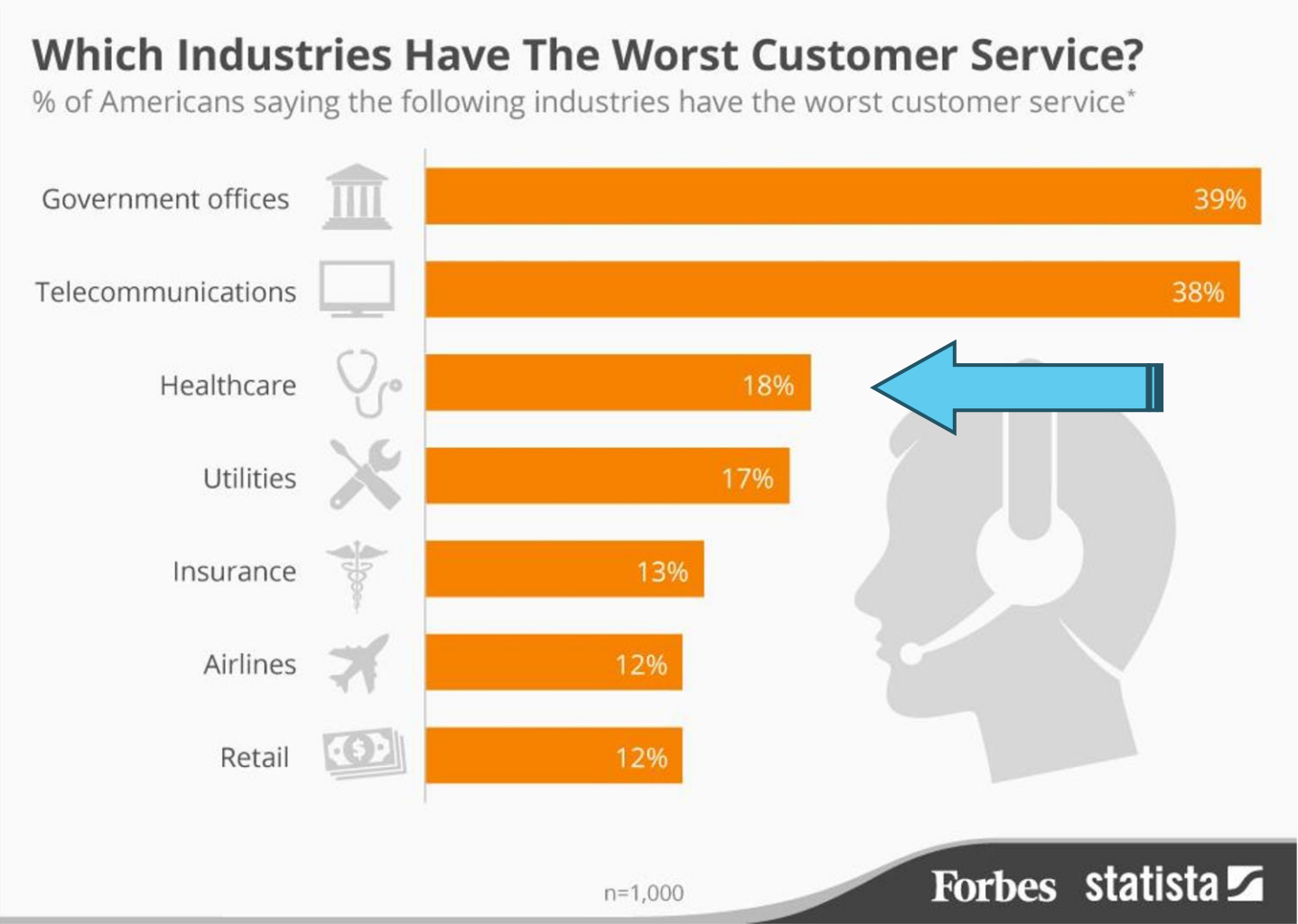
*(No really, it's seriously time to talk **coffee!**)*

How does knowing your product and service of the people "serving", make a difference?

Key Learning Objectives

- ▶ What a Great Consumer Experience looks like in your organization and where it starts.
- ▶ How to set up for a Great Consumer Experience.
- ▶ How to lead and keep a great Consumer Experience.

Let's Look at the Facts....



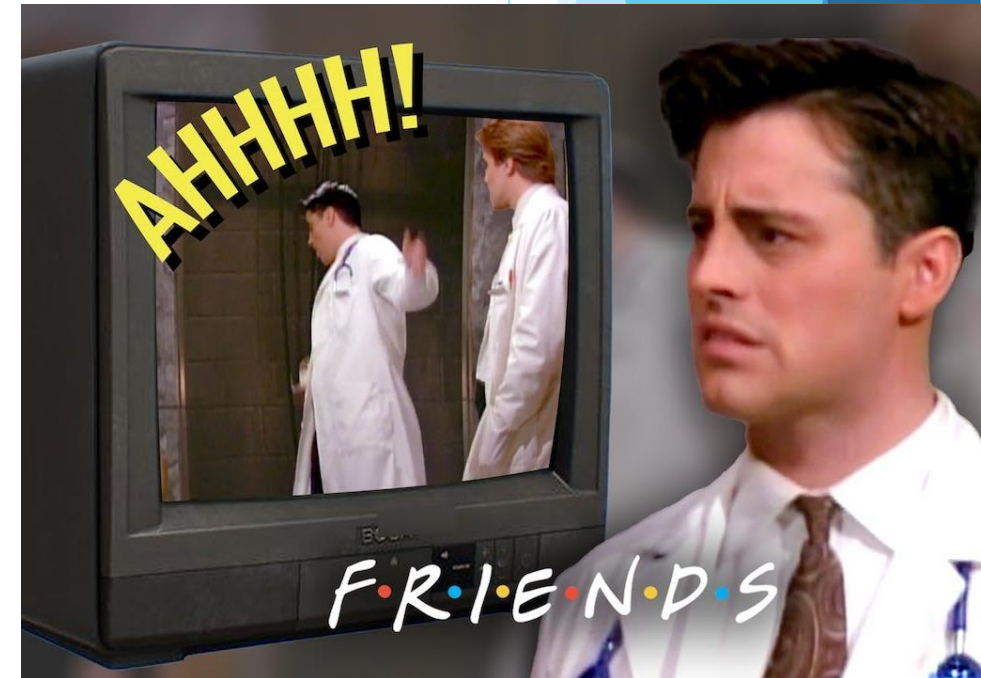
The Service Experience - It's a Production!

- ▶ Knowing your production
- ▶ Knowing your actors
- ▶ Who plays the right roles in your production?
- ▶ Who are your leaders that your actors take queues from each day
- ▶ Dress Rehearsal (Training) Do they know their lines and queues?
- ▶ What does great service look like for your team?
- ▶ Lights, Camera.... Action!
- ▶ Now your actors (team) are on stage!!
- ▶ The reviews after the performance



How Do We Keep the Production (and Service) at the Highest Level?

- ▶ Leaders and actors **MUST** know when it's "on stage time" and what's important
- ▶ Leaders - be there to support the team with queues... not trapped in an office (backstage). Make sure they are **DIRECTING THE PRODUCTION**
- ▶ Constantly evaluate your actors and the roles they play in your production. Are they in the right roles? (sometimes we must kill off a character)
- ▶ Always try to have understudies ready to take over for the lead roles
- ▶ Applaud and encourage your production staff, actors and support team
- ▶ Details matter. Always be looking for new ways and nuances that improve the production. (new tools, processes, technology) Don't get stagnant, yet attempt consistency always.



THE FINAL “TIP” and “CURTAIN CALL”!

- ▶ Excite
- ▶ Encourage
- ▶ Expect
- ▶ Experience



...A Great Consumer Experience!!

Let's Talk About This....

Question and Answers