CREATING WOW!
Delivering a World-Class Culture and Brand
Everyone in this room is an EXPERT in this subject.
GIVE SERVICE A SCORE

A(wesome) - F(ailure)
There’s a GAP

Know ↔ Potential ↔ Do

Creating Wow!
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The Secret . . .

ATTITUDINAL
not
CIRCUMSTANTIAL

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SUCCESSFUL
(Profitable/Sustainability)

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SATISFIED CUSTOMERS
(Excellence/Loyalty)

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SATISFIED EMPLOYEES
(Engagement/Pride)

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Focus on CREATING WOW’s (Exceptional Experiences)
Evolution of the Economy

Product Centric

Creating WOW!

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Coca-Cola

Creating Wow!

The Leadership Lion - The Speaker with a Heart of Bold!

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Evolution of the Economy

Product Centric
Service Centric
Experience Centric

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SO, IN AN EXPERIENCE CENTRIC ECONOMY - WHAT IS THE PURPOSE OF YOUR BUSINESS?
“The purpose of any business is to profitably create EXPERIENCES that are so compelling to customers that their loyalty is assured.”
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The TEST

YOUR COMPANY LOGO HERE

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A Moment of Truth

Jan Carlson, CEO Scandinavian Airlines

“Any moment that a customer can make a negative or positive judgment about our services.”
WOW is a BRAND

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BRAND = TALENT
Those spending the most time with the CLIENT are the most significant players in the branding of your organization.
“Your most important customers are your employees. If you take care of your employees they will take care of your customers. And when your customers are taken care of, they will keep doing business with you. Then your shareholders will be happy.”
Your COMPETITION is anyone who creates BIGGER WOW’s than you.
"You show me the policies you enforce and I’ll show you the behaviors and results you can expect!"

Nido Qubein
President, High Point University
Policy #1: Go the EXTRA Mile
“It’s never crowded on the extra mile!”
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A Good Samaritan

As a purser, or lead international flight attendant, Cathe Wilson’s influence extends beyond the aircraft cabin. She often sends notes to customers to thank them for their business. Wilson feels her positive influence extends beyond her profession as well.

But that doesn’t mean she doesn’t recognize a good one either. While on a flight from Toronto, Canada, to Minneapolis, Minnesota, Wilson noticed a family on board that was on their way to Minnesota for medical treatment for their 7-year-old son.

The family had no transportation arrangements when they arrived and the family was overwhelmed with the situation. The family was flying Southwest for the first time and was recognized as a recipient of a Southwest Airlines Golden Ticket.

The family stayed with her for nine months while the child received care.
Policy #1: Go the EXTRA Mile
POLICY #2:
Set the TONE with a SMILE

• Happy people create BIGGER Wow’s!
• A smile serves fifty feet away
• Smiling gives clients confidence in your solutions
POLICY #3

Take **RESPONSIBILITY** for your **SCORECARD**

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POLICY #4: Respond to every concern with confidence
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