

BUILDING DESTINATION SUCCESS THROUGH THE SERVICE EXPERIENCE

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Building Destination Success

Agenda

- Welcome and introduction
- Definition of culture of service excellence
- Overview of culture of service excellence roadmap
- Discussion of roadmap components
- Questions and answers

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Map Customer Experience



Moment of Truth	Current Experience	✓ / x	Experience Improvements

BUILDING DESTINATION SUCCESS – FILL IN THE BLANKS

1. 80% of companies believe they provide a superior customer experience and _____% of their customers agree with them.
2. _____% of companies provide a level of customer service which is above their customers' expectations.
3. 74% of companies declare they are highly focused on customer service improvements and _____% of companies have a formal program for achieving their desired customer service results.
4. Companies with highly engaged employees are _____% more profitable than companies with low engagement levels.
5. Studies find that an average _____ out of 5 employees feel highly engaged in their workplaces.
6. The average Facebook user has 130 friends and the average Twitter account holder has 300 followers resulting in _____ people hearing instantaneously about customer service experiences.
7. _____% of unhappy customers will not willingly go back to the organization where they had the negative experience.
8. A 5% increase in customer loyalty can increase profits by up to _____%.
9. _____ out of 5 customers would try a new brand or company if they believed the service experience would be better.
10. First impressions are formed within the first _____ seconds of coming into contact with a company and its employees.