



## It's Not Just About Customer Experience

Amazon is often referenced as a premier customer experience provider. However, recent allegations of a hostile employee experience resulted in significant media attention and a response from their CEO, Jeff Bezos, noting, "I've heard your grievances, and I promise that HR is toiling 16 hours a day, plus weekends, until the problem is solved." I am not sure if having your HR team work 16 hours a day is the way out of an employee experience problem but I am certain that a few key reminders may prove helpful:

- Employees are customers too!
- Labels like employees, customers, vendors blur the big picture.
- Our goal should be to deliver the best possible "human" experiences.
- Brands are nothing more than what people say about us when we are not around. (That is true - no matter who those people are).

I have long believed that sustainable, quality customer care can only occur if we take care of our people and our partners. If the experiences inside your building are negative, it is difficult to maintain positive relationships with your customers. Amazon may efficiently deliver products and handle customer complaints but unless people want to work there, Amazon will likely be at the mercy of a competitor who excels at "human" experience delivery. What do you think?

*\*\* Join the conversation on Twitter [@josephmichelli](#) by using [#HumanExp](#) to share your opinion.\*\**

## Timeless Wisdom

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."

- Steve Jobs

### From the Blog:

#### The Cost of Serving Well

It was such a thought-provoking question. In an interview this week, I was asked, "how much does it cost a business owner to deliver memorable service?" Earlier in the day, I had read about a police officer in Connecticut, Michael Castillo, who was on a call to break-up a fight at a Target store. After responding to the call, he noticed two boys in front of the store, one of which was standing near a broken bicycle. Without hesitation, Officer Castillo swiftly fixed the boy's bike. [That moment](#), now gone viral thanks to a passerby capturing it on their smartphone, reflects truly memorable service delivered at minimal cost to the taxpayers of Shelton, Connecticut. [Read More](#)



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