



A Pizza or a Person

Are you selecting service professionals in your organization based on their "otherness?" Are you connecting the natural service aptitude of new hires to the overarching purpose of your organization and developing their service talents throughout their employment?

I recently read about a [911 operator in Florida](#) who didn't answer calls for over 8 minutes so that she could order a pizza. She was reprimanded and fortunately one of the individuals who was neglected during that time (a man who convulsed in an optometrist's chair) lived despite the delayed response. You have to wonder if leaders in that Florida county selected, trained, supervised, and inspired their staff to deliver the life saving "service" for which they were entrusted.

We can't leave service excellence to chance! People aren't all created equal when it comes to service talent. The Ritz-Carlton is discerning and relies on the science of selection when it comes to choosing their ladies and gentleman. Mercedes-Benz has an industry leading set of training tools geared at helping their talented staff develop advanced skills necessary to be [Driven to Delight](#). Partners at Starbucks are continually reminded that the brand is not there simply to sell coffee but instead to create uplifting moments for everyone who interacts with the brand.

I am blessed to have worked with and written about these and so many other customer focused brands. As such, in 2016 I am eager to help you by sharing messages with your team much like the one below.

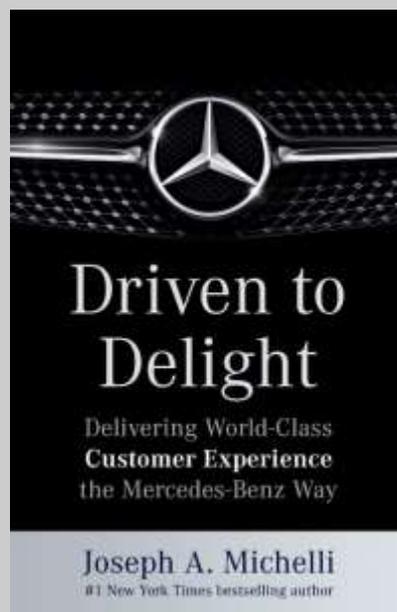


Good luck on your customer experience journey - may this be a year where the needs of others take priority over our hunger for pizza!

Driven to Delight

Limited Time Offer

If you haven't yet purchased Driven to Delight there is still time left to order an autographed copy at a discounted price through d2dbook.com. Use promo code NEWS at checkout.



Driven to Delight offers an exclusive, behind-the-scenes look at CEO Steve Cannon and his leadership team's ambitious, multi-pronged strategy to elevate the company's customer experience to best-in-class across all brands and industries. This is an in-depth, all-access look at senior leadership's vision, strategy, and tactical steps to create and sustain the wide-sweeping actions needed to deliver a customer experience that lives up to the company's brand promise, "the best or nothing."

From the Blog:

Memorable WOW Experience Held Together by Coffee Stir Sticks

It's an occupational hazard of keynoting, consulting, and writing about customer service that my friends and family feel compelled to share all of their customer service nightmare stories. I'm really not complaining. I merely mention this as a set-up to a story shared with me by my son.

Before I get too far into my son's story I have to offer a spoiler alert. This actually is a positive customer experience story AND it offers some important lessons for all of us seeking to drive customer loyalty.

Last week my son got married (which is very odd since I remember bringing him home from the hospital and certainly that couldn't have been that long ago). Back to the story... [Read More](#)



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