



# TIME

themichelliexperience

## Insights

May 2014

### Greetings From The Michelli Experience!

We live in a time of unprecedented customer voice and choice. In the old days customers would threaten a business with "you'll hear from my attorney," and now the rallying cry is wait until "I post about this on my blog." Despite all the chatter about the ease of airing your complaints in the digital age, surveys continue to show declining customer satisfaction levels.

In many ways the plight of customer service globally is consistent with the old observation, "a lot of people are talking about the weather but few are doing anything about it." Fortunately, when it comes to service every one of us can do something to improve it in our personal and professional lives.

From years of observing, consulting with and observing outstanding service professionals and organizations I have come to appreciate that consistent and authentic execution of a few simple behaviors can make the difference between, "I can't wait to write a scathing review on Yelp" and "WOW I have to share this amazing story on Facebook." So let's focus on three behaviors as offered in my book [\*\*The New Gold Standard - 5 Leadership Principles for Creating A Legendary Customer Experience Courtesy of The Ritz-Carlton Hotel Company.\*\*](#)

They are referred to as the three steps to service:

- 1) Offer a warm and sincere greeting (if possible use the customers name)
- 2) Anticipate and fulfill each customer's need
- 3) Give a fond farewell and if possible again use the customer's name

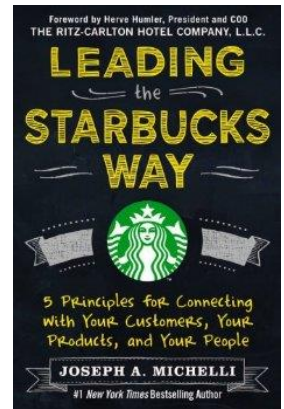
Overly simple? Try it and let me know if consistent execution on these behaviors makes a difference at work and at home!

## **BULLETIN, BULLETIN, BULLETIN!**

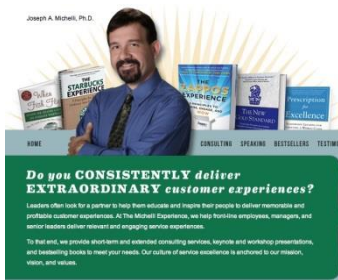
**WOW - 1 DAY ONLY SATURDAY MAY 24<sup>TH</sup> GET MY LATEST BOOK FOR \$1.99**

Amazon chose [\*\*Leading the Starbucks Way\*\*](#) to be the [Kindle Daily Deal](#) for May 24th. With a click of your mouse you can even gift it to members of your team as well.

That means this Saturday you can get the e-book version of [\*\*Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People\*\*](#) (McGraw-Hill) for less than a Starbucks coffee -- only \$1.99! TELL A FRIEND.



## **The audio versions are coming! The audio versions are coming!**



Recently, I sold the audio rights to [\*\*Leading the Starbucks Way\*\*](#), [\*\*The Zappos Experience\*\*](#) and [\*\*The New Gold Standard\*\*](#) to [Brilliance Audio](#). As such, I have been busily narrating each of the books. [\*\*Leading the Starbucks Way\*\*](#) is currently available for those who prefer listening to books on the go. I will share release dates for the other titles in upcoming newsletters.

## **Thank You and I Will See Your Email Box again in August!**

It was a tremendous honor to be chosen by an independent review board as one of



Your support throughout the years has certainly contributed to this honor. Also, thank you for sharing feedback on this newsletter's content and *taking the time to offer your reviews to* [\*\*Leading the Starbucks Way\*\*](#) on Amazon.com. My next newsletter will fly into your box in August!



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