



the michelli experience
igniting emotional engagement,
loyalty + advocacy

Insights

Customer Experience Frights Treats NOT Tricks in the Months Ahead

As October comes to an end with Halloween in the air, we don't have to look back far to find headlines of customer experience horrors.

Earlier this year we were exposed to and re-exposed to footage of Dr. David Dao being bloodied as he was dragged off United flight 3411 bound from Chicago to Louisville, Kentucky. Just months ago, many of us were exhorted to see if our personal information was compromised in the pervasive Equifax breach with many having to pay to freeze their credit on the Transunion and Experian sites.

If you're someone who likes the horror story genre, you might want to visit a site that lists some of the most "[cringe-worthy" customer experience stories](#) in recent history. It will remind you how "bad" and "frightening" customer experience can be!

For the rest of us, who seek to "treat" customers in ways that produce emotional engagement, loyalty, and advocacy, it's a time to remind ourselves that success is not the results of "tricks" hinging on complex customer experience design. For the remainder of the year, our customers will be well-served if:

We listen more,
remove customer pain points wherever possible,

look for ways to reduce our customers' effort,
sprinkle "pleasure/wow/delight" at high-value customer contact points, and
authentically express our gratitude for our customers' business!

As complicated as customer experience delivery can seem, it's time to shine a light in our haunted passageways and streamline an engaging, caring journey for every customer, every time!

Timeless Wisdom

"Here is a simple but powerful rule: always give people more than what they expect to get."
- Nelson Boswell

From the Blog:

Disciplined Focus

Recently, Starbucks began shedding areas where it had overreached in favor of stewarding energy back to their core area of excellence the "coffeehouse experience".



The coffeehouse experience implies excellence in two areas "coffee" and "creating an engaging place to experience" that coffee.

Two significant changes:

- Closure of all 379 Teavana stores in 2017
- Discontinuance of the Starbucks online retail store

The Risk of Excellence: Avoiding Customer Experience Mediocrity

Some years ago, I had the good fortune of working on an article draft with John Timmerman and Curt Coffman. John is currently Executive Director of Digital Transformation at Gallup and Curt has co-authored perennial bestselling books like First Break All the Rules and Culture Eats Strategy for Lunch.

The article we worked on together had a working title of The Risk of Excellence. The premise of the piece was that to be excellent at something you must say "no" to a lot of things to which you will otherwise be mediocre. [Continue reading the full blog post.](#)



The Michelli Experience
kelly@josephmichelli.com
<http://www.josephmichelli.com>

Copyright © 2017. All Rights Reserved.