



TIME

themichelliexperience

Insights

January 2014

Greetings From The Michelli Experience!

The Power of Listening

Guess how they are listening to customers in Singapore? I am fresh off a couple of weeks of work in Kuala Lumpur and Singapore and thought I would share some observations on the widespread use of iPad listening stations in Asia.

Let's take Changi airport in Singapore as a simple example. After leaving the immigration control desk (where there is a bowl of hard candy conveniently positioned), you will find a customer listening station that looks like this...



Yes, you read that correctly. Leaders in Singapore actually solicit your opinion about how you were treated by immigration officers. Similarly an iPad is positioned at the egress of bathrooms throughout the airport. The screen, which is similar to the one depicted above, shows the face of the bathroom attendant responsible for that restroom and asks the visitors to rate the cleanliness of their experience. By the way, it notes that the screen is sanitized regularly.

I am currently working with a company in the US which is bringing this technology to physicians' offices and retail businesses. The value of the approach lives in the ease of a single question transactional inquiry and, as such, the large volume of data that is collected. It also assures that service providers know their customers will easily rate their work product.

So here are a few questions for your consideration:

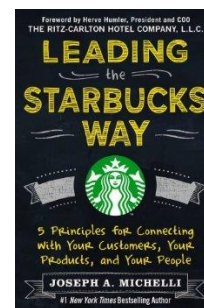
Would you leverage this instant easy listening station at your business?

If so, what question or questions would you ask and where would you position the technology?

How might a quick transactional assessment help you improve the consistency, friendliness or ease of the services you provide?

Coffee for Your Thoughts

We are recharging the offer we tendered in our last newsletter and **giving away another TWENTY \$25 Starbucks gift cards** to newsletter readers (that's the price of my new book). All you have to do is write a review of **Leading the Starbucks Way** on [Amazon](#) or [Goodreads](#). I am not asking that you rate the book positively - only that you take *a few minutes to compose a couple sentence honest review and post it on either one of these book review sites*. After you complete your review, simply send an email to kelly@josephmichelli.com citing the title of your review and provide us a mailing address. Voila! The **\$25 Starbucks gift card** is on its way. Feel free to pass this offer on to someone you know!



Our Commitment to Listen



While I can't hand you an iPad to rate the usefulness of these newsletters, my team and I are eager to hear from you about topics of interest or ways we can serve you best. As such, please do not hesitate to give us a call at 888-711-4900 or shoot us an [email](#).

Next Newsletter



I will visit your email box again in about 3 months. Until then, I remain committed to serving those who seek to serve well and hope you will consider grabbing a copy of my latest book **Leading the Starbucks Way** which is readily available at [800ceoread](#), [Amazon](#) or [Barnes & Noble](#).

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