



themichelliexperience

Insights March 2013

Greetings From The Michelli Experience!

Your Customer Has A Need To Share



My mother was quick to offer the adage, "If you can't say something nice, don't say anything at all." Clearly, the concept of keeping negative commentary to oneself has gone by the wayside in an age of instant messaging, texts, Twitter, and Facebook. In fact, we now live in a society of spontaneous social sharing and that is having substantial impact on brands.

Since a brand (be it corporate or personal) is little more than what people say about us when we are not around, it is worthwhile tracking the sentiment and comments of those talking about you in the social realm. While large clients of mine often pay for consumer sentiment analytics, here are a couple of free and easy tools to consider:

For Twitter you might want to try: <http://www.sentiment140.com/>

For a broader look at social media strength, passion, sentiment, and reach, please consider: <http://www.socialmention.com/>

I tell all my clients that social media chatter is not the "be all/end all" way to hear the voice-of-the-customer but is an increasingly important listening post. Positive comments help you see what aspects of your customer experience are resonating. Negative reports allow you to engage in active service recovery and process improvements. An absence of commentary is also an opportunity to find ways to drive customer engagement and buzz.

We Have A Manuscript And A Name

We skipped a newsletter at the beginning of the year, as I was writing feverishly under deadline on my new Starbucks book to be released in the fall. I am pleased to share that the manuscript is complete and to unveil the new title for the first time: *Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People*. Since you have been a special part of my writing journey, I will be sending you an exclusive invitation giving you the opportunity to participate in a webinar about the book and providing you a sneak preview into its content.



A WIN/WIN Website Contest

As promised in my last newsletter, [The Michelli Experience website](#) received a face lift (which makes me want to be next). We would love to have you explore the new site and have geared up to make your visit worthwhile. As such, we will be **giving away \$25 Starbucks Gift Cards to the first 20 people** who send an email to lynn@josephmichelli.com with correct answers for all four of these easy questions:



- What is The Michelli Experience's "Way We Serve Statement?"
- What are the two levels of consulting services that Joseph provides?
- What is Andrew's social cause?
- What phone number would you call to learn more about Joseph's consulting, presentations, or facilitation?

Next Newsletter



Other than a quick email giving you insider access to a webinar about **Leading the Starbucks Way**, our next newsletter should hit your mailbox in June!

A handwritten signature in black ink, appearing to be "Joseph A. Michelli".

Quick Links...

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