



TIME

themichelliexperience

Insights May 2012

Greetings From The Michelli Experience!

This quarter's newsletter focuses on one simple yet essential question. How important is the service experience you provide?

Survey Says



Allow me to pretend that I am an attorney making my closing argument on behalf of a claim that customer experience is essential. In my best attorney voice I assert:

Ladies and Gentleman of the jury, in closing I cite data from the just published 2012 American Express Global Customer Service Barometer. These findings demonstrate the criticality of customer experience. Particularly considering that:

93% of Americans say companies fail to exceed their expectations
55% walked away from an intended purchased because of a bad service experience

Americans tell approximately 15 people about positive experiences, up 67% from 9 last year but they also tell approximately 24 people about poor experiences, up 50% from 2011.

More than 1 in 3 respondents admitted to losing their temper with a service provider in the past twelve months.

According to the American Express survey, 79% of respondents suggested one of these four complaints led them to switch brands:

Rudeness: An insensitive or unresponsive customer service representative, 33%

Passing the Buck: Being shuffled around with no resolution of the issue, 26%

The Waiting Game: Waiting too long to have an issue resolved, 10%

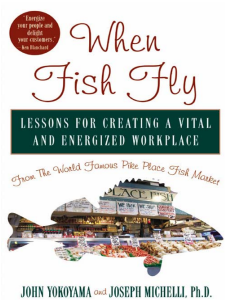
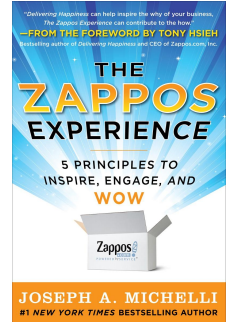
Being Boomeranged: Forced to continually follow up on an issue, 10%

Ladies and gentlemen, I rest my case!

Exciting Opportunities - Join our Book Team

The Michelli Experience needs YOU - well at least your Starbucks customer experience stories. I will be writing another book about Starbucks which will be published by McGraw-Hill in 2013. If you have a story of service excellence, please email me at josephm@josephmichelli.com. You can either include details in the email or we can set up a short interview to hear your story, with the prospect of sharing it in the book!

Also, if you haven't done so yet please feel free to enjoy or share a [complimentary download](#) of the first two chapters of our The Zappos Experience book. The book is selling well at bookstores and is available for purchase with [one click](#).



May is Small Business Month. In celebration, my book *When Fish Fly* about the Pike Place Fish Market in Seattle, Washington, coauthored with Johnny Yokoyama, the owner of the fish market, is being offered for less than \$4 per copy. Purchase directly from [Amazon](#) or the [Apple Store](#). Enjoy!

Next Newsletter



Next quarter we will seek to be among the 7% to exceed your expectations! Until then, go serve up an extraordinary customer experience or two...

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