



## October 2015 Newsletter



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### A Merry Customer Experience Season

Here are 4 quick tips for preparing your business to handle and thrive during heightened customer challenges and opportunities this holiday season.

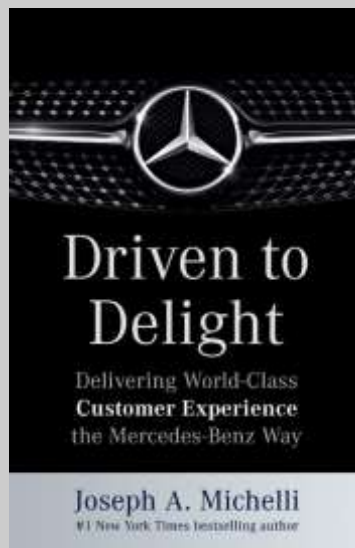
1. **Service speed matters but service velocity matters more.** Speed must be shepherded in the direction of accuracy. Lightening fast but wrong loses to fast enough and right.
2. As things become more harried, you give customers a gift when you remain calm and offer kindness. **People get jostled around this time of year and courtesy can be in short supply - stand out through kindness.**
3. **It's not your products your customers seek - it is the benefits of those products.** People want to see smiles from the people for whom they are purchasing gifts. They want others to feel loved and appreciated. Customers want to be guided, validated, supported, and nurtured as they seek to achieve their gifting goals.

4. Love requires a willingness to assume the positive. Since this is the season of joy and love...customers deserve a "loving" approach to meeting their needs. **Assume the best of each person who walks in your door.** Some will prove that assumption wrong but many others will surprise you. Assume each person can buy anything and everything you offer, that they are excited and enthusiastic about gift-giving, and seek to demonstrate love for others this holiday. Most importantly assume they could be shopping somewhere else and that they should be appreciated for their willingness to consider your business.

***What tips would you add?***

## **Driven to Delight Delivering World Class Customer Experience the Mercedes-Benz Way**

Written by Joseph Michelli



**Pre-order your copy of the book now!**

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Driven to Delight offers an exclusive, behind-the-scenes look at CEO Steve Cannon and his leadership team's ambitious, multi-pronged strategy to elevate the company's customer experience to best-in-class across all brands and industries. This is an in-depth, all-access look at senior leadership's vision, strategy, and tactical steps to create and sustain the wide-sweeping actions needed to deliver a customer experience that lives up to the company's brand promise, "the best or nothing."

## From the Blog:

### Common Knowledge is Not So Common

I'd just crossed through a sentence I'd written in a training series for the retail team at Godiva. To me, the sentence stated the obvious when it came to the importance of "product knowledge." My internal dialogue went something like, "Who doesn't know that, Joseph? It's time to take a break and come back at this from a different angle."

Fast forward an hour as I was in a new restaurant asking my server a question about an item on the menu. She responded, "I really don't know." I had my answer...this restaurant owner and this server "don't know the importance of product knowledge." [Read More](#)



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