

One of the secrets of a great Customer Experience....



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Beyond Philosophy Services:

Beyond Philosophy is recognized as the worlds thought leaders in Customer Experience. We have written three international bestselling books on the subject. Formed in 2002, Beyond Philosophy works internationally with organizations such as IBM, FedEx and American Express to name a few, from our offices are in London, England and Atlanta, Georgia, USA.

We help improve our clients Customer Experience by harnessing our knowledge and experience of practical implementation around the globe. We have proven expertise in de-risking implementations, increase speed of project delivery and saving costs through our engagements. Our tools and techniques are renowned for their practical application and have been tried and tested in many sectors.

Our services are:

Strategic Guidance – We work with all levels of management in an organization and guide them on the decisions that need to be taken to improve their Customer Experience. We start by asking three key strategic questions:

-  What is the Customer Experience you are trying to deliver?
-  What emotions are you trying to evoke?
-  Is your Customer Experience deliberate?

Our consultants work with the organizations to answer these key questions and put in place actions that will improve the organizations revenues, retain customers and save costs.

Training – We have well developed training programs for organizations from senior leadership to front line people. We also have developed specific training for Customer Experience professionals, whom we train and certify on our tools and techniques. We believe in “experiential” training, getting the delegate to feel what their Customer Experience is really like. We use real-life case studies to demonstrate our key points.

Market Insight and research – We specialize in conducting Customer insight on the subconscious and emotional aspects of the Customer Experience. We have developed models, with London Business School, that can predict revenue benefit an organization can enjoy through improving their experience. We put in place measurement tools that can measure the total Customer Experience.

Conference speaking – We have a team of people who deliver high quality conference speeches around the globe on how to improve your Customer Experience.



One of the secrets of a great Customer Experience....

A few weeks ago we conducted our annual “Customer Experience Study Tour” in London England. This is where we take delegates to visit a number of leading Customer Experience companies for a behind-the-scenes look at how they approach the task of building a great Customer Experience. Companies include Pret-a-manger, Virgin Atlantic, Mandarin Oriental Hyde Park, Dell Computers, T-Mobile, Lexus Cars, AOL and Microsoft.

As we travelled around these companies on the luxury coach, I pondered what the common traits are of companies who provide a great Customer Experience. Undoubtedly one of these traits is “attention to detail”. So let’s give you an insight to what some of these companies did.

Pret-a-Manger told us about the absolute struggle they go through to make sure that all the ingredients in their sandwiches are additive free so as to enhance the taste of the sandwiches. This involves a great deal of searching to determine the best supplier, as well as extensive tasting. The time and money they spend on this activity is phenomenal and costs a great deal. But this is part of their attention to detail.

Liam Lambert, Director of the Mandarin Oriental Hyde Park Hotel told us of his “attention to detail”. He wanted his doorman to stand out as “beacon’s” to help promote the hotel - as it is on the less busy side of the street. He saw other hotel doormen who were all dressed in “grey” overcoats. This color made them blend into their hotel buildings and act as great camouflage! Liam decided to dress his doorman in red! Truly a beacon! It worked! More people noticed than ever before. Liam told us about how he treats his new arrivals. Our group was privileged to attend and witness his “Morning Prayers”. This is where all the managers from all the departments in the hotel get together EVERY MORNING and talk through EACH AND EVERY new guest that is arriving at the hotel that day. They look at who they are. They look at where they are coming from and therefore how likely they are to be tired for instance. They even get on their guests web site and try and find out more about the person coming to stay so that they can serve them better! Finally, if available on the web site, they will print a picture of the individual who is staying with them and place it on the “Guests Wall” so the staff can recognize the person by name! So do you go into that amount of detail with your customers? When a guest is staying with them they “learn their behavior”. They take note of the drinks they order, whether they like ice or not, whether they have a cappuccino or a Latte after a meal. This information is then recorded on what is effectively a CRM system and used to enhance the Customer Experience on the next occasion. This is attention to detail!



On our visit to Virgin Atlantic they told us about the amount of time they have spent working out when the optimum time is to deliver hot towels in Upper Class! Before or after takeoff! They also have worked out the optimum layout of a service trolley and they have great new lie down beds in Upper class. As someone who spends a lot of time travelling around the world giving conference speeches, I can't wait to try them!

Dell Computers have set up a number of "Listening Posts" to ensure they capture customer information and convert this into something that is usable by the customer. So attention to detail in Building Great Customer Experiences is key.

The converse is also true. Lack of focus on the Customer Experience will detract from the Customer Experience. The other night I visited my local cinema. The "baby booster chairs" were left in the aisle so that when we entered the cinema, late, we nearly broke our necks falling over them!the massive queue to buy a ticket - only two tills were open but there were 3 people standing at the back chatting whilst 50 customers fumed. We have all had similar experiences. It takes thought, it takes time and it takes commitment to build a great Customer Experience. We commend you to pay attention to the detail.

About the Author

Colin Shaw is the Founder of Beyond Philosophy, a consultancy, training and Customer research organization. They are recognized as thought leaders in the Customer Experience and are located in London, England and Atlanta, Georgia USA. Colin is an International bestselling author and widely acclaimed public speaker. For further information on the Customer Experience, and to read Colin's blog and videos, please visit Beyond Philosophy at www.beyondphilosophy.com