

Revealed – a simple formula for success! Exceeding Expectations



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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.



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Customer Delight = Customer Expectation plus 1. This was the simple formula for delighting your customers that Ken Blanchard informed us of in his book “Raving Fans”. For me this is a great formula, but in itself it also raises a number of questions. For example, to deliver a plus one, to exceed something, you must know what that something is in the first place... so do you? Do you know what your customer expectations are at each moment of contact?

I am constantly surprised by how many of our clients don't. They have their own personal opinions of what their customers' expectations are, they believe they know, but can they show me evidence, no! They perhaps show me a survey they conducted over 10 years ago and say “I'm sure it's the same now”!

If you want a clue as to what your customers expectations are then just listen to the words they use. Customers say, “I didn't *expect* to be treated in that way”. People use the word *expects* a great deal.....when they do they are referring to their inner expectations.....which they then use to measure your performance against those expectations.

On our seminars and conferences, I frequently ask the audience to close their eyes and think of landing in an airport in a foreign country they have never visited before. I ask them to look around and tell me what it is like and how they feel. People begin to tell me, they normally say they feel anxious, confused, they are concerned and worried as they have landed in a foreign country and are not certain what to do and where to go, they are defensive. What are they describing here? They are describing emotions, they are describing their **emotional expectations**, they are describing how they EXPECT to feel. Therefore we tell our clients that there are two forms of expectation, physical expectations, i.e. how quickly a product will be delivered, how many rings it will take to answer the phone and emotional expectations, what people EXPECT to feel. **If you are to meet your customer expectations you need to understand both! So do you?**

Do you know what your customers' physical and emotional expectations are? When they come into your store? Or when your salesman calls around? Or when you put them through 7 layers of voice menu systems?And if you don't, how in the hell do you expect to meet, let alone exceed, those expectations?

So what are emotional expectations? Let me give you an example. The other day I walked into a store and the woman was stacking bags behind the check out. As I stood in front of her she totally ignored me. I thought, how rude! I was hurt, I felt snubbed. My emotional expectation was that she would have at least acknowledged me; asked me to wait a moment, but no she chose to ignore me.....another example, last week I brought something from a store and it stopped working. I decided to take it back. I was expecting a row. I emotionally prepared myself for an argument; I had played it out in my mind; what they were going to say and how I would respond. The person behind the counter couldn't have been nicer and more apologetic. They replaced the item without question. That exceeded my emotional expectations.



My advice for this month is to find out what your customer emotional expectations are. It is only when you understand them that you and your organization can set about planning how to achieve or exceed them. Without this understanding you are leaving it to chance!

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