

Applying *The Science of “WOW” Customer Service* To Your Organization

The 20 Strategies for Achieving WOW



The Evolution of Workplace Performance



About *The Science of WOW*

The Research

The Science of Wow is the study conducted by The Belding Group of Companies, released in January, 2016, that provides new insights and direction to organizations which are trying to differentiate themselves through outstanding customer experience.

As customer experience and customer service becomes increasingly important, more organizations are seeking ways to “Wow” customers. But what exactly is a “Wow” experience? How is it quantified? What needs to happen to facilitate more of these experiences within an organization?

What is a “Wow” Experience?

A “Wow” experience is a customer experience that is top-of-mind. It is an experience that people will think of first when in a discussion about customer experience, and one that they feel will be interesting to others.

What the Research Tells Us

1. It’s all about People

Although customer experience is influenced by many factors, including people, processes, policies and organizational practices, “Wow” experiences are created by people

2. Customers look for Ownership

The primary driver of “Wow” experiences are employees taking ownership of situations. Conversely, the primary driver of negative “Wow” experiences is the perception of a conspicuous absence, or unwillingness, of an employee taking ownership of a situation.

3. Recovery creates Conversation (in a good way)

Customers are likely to have a “Wow” experience when an employee effectively turns a negative experience into a more positive outcome.

4. Not Caring creates Conversation (in a bad way)

Customers are most likely to have a negative “Wow” experience when they perceive that the employee or employees they are dealing with do not care

Creating a Culture of WOW

The Science of Wow! research points to three core directions for organizations, and three critical attributes for employees:

Organizational

Companies looking to increase the “Wow” experiences their customers receive should:

1. Encourage and facilitate employees taking ownership over customer interactions
2. Facilitate fast and positive reaction to service failures
3. Empower employees to make decisions that create positive customer experiences

Individual

For employees to create “Wow” moments, they need to have the following attributes:

1. Caring About Customers

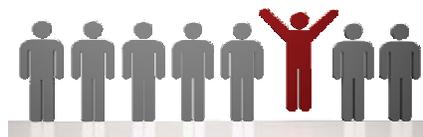
This includes an understanding of individual customers' needs, empathy toward customers' situations, and the skill to convey this understanding and empathy to their customers.

2. Committed

This involves a single-minded interest in ensuring customer satisfaction, and a willingness to set customers' needs as a priority.

3. Solution-driven

This involves creativity, and the willingness and ability to find solutions beyond traditional protocols and processes.



The 20 Strategies For Achieving WOW

To Encourage And Facilitate Employees To Take Ownership Over Customer Interactions

1. Establish KPIs around customer satisfaction that take priority over operational and financial KPIs
2. Create continual internal messaging about creating positive customer experiences
3. Provide ongoing training for managers on how to coach and motivate their teams
4. Develop employee questioning and listening skills, emphasizing the importance of understanding individual customer's needs.
5. Nurture employee empathy toward customers' situations, and the skill to convey this understanding and empathy to their customers.
6. Instill a single-minded interest in ensuring customer satisfaction, and a willingness to set customers' needs as a priority.
7. Continually measure employees' customer service performance.
8. Continually measure customer satisfaction.
9. Recognize employees who are consistently customer-focused.



The 20 Strategies For Achieving WOW

To Facilitate Fast And Positive Reaction To Service Failures

1. Closely monitor social media and incoming customer correspondence
2. Track service failures to identify processes and practices that can be improved
3. Establish clear protocols and processes for fast response to service failures
4. Establish an effective, consistent and responsive escalation process
5. Train employees to positively deal with service failures and unsatisfied customers
6. Measure the effectiveness of service failure response strategies



The 20 Strategies For Achieving WOW

To empower employees to make decisions that create positive customer experiences

1. Clearly communicate the level of empowerment given to employees
2. Revisit internal policies and processes that send mixed messages regarding empowerment
3. Create risk-free autonomy for employees to make decisions as to what is right for customers
4. Recognize employees who employ non-traditional solutions to situations
5. Train and nurture creativity and innovation skills



About The Belding Group of Companies Inc.

Helping Organizations Stand Out For Over 25 Years

The Belding Group is a global leader in helping organizations stand out through customer service, leadership and workplace development. We have two divisions that provide performance training, consulting and measurement solutions for organizations globally.

Our award-winning training division, Belding Training, designs and delivers highly-effective, customized training in customer service, leadership and workplace performance. Our consulting division provides in-depth analysis on customer experience, customer journeys and leadership effectiveness to help companies create customer-centric cultures.

To find out what The Belding Group can do
for your organization, visit our websites



or contact us at:
1-613-836-3559
info@beldinggroup.com