The Road to Success is Paved with Customer Satisfaction

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INDOT SENDS PAYCHECKS TO THEIR EMPLOYEES WITH THE FOLLOWING MESSAGE PRINTED ON THE CHECK: "BROUGHT TO YOU BY A VERY APPRECIATIVE TAXPayers"
THE DOLLAR BILLS THE CUSTOMER GETS FROM THE TELLER IN FOUR BANKS ARE THE SAME. WHAT IS DIFFERENT ARE THE TELLERS.
INDOT EMPLOYEE TO CUSTOMER- "ANY CHANCE YOU COULD DO YOUR OWN PAPERWORK, RING YOURSELF UP AND SAY THANK YOU COME AGAIN ON YOUR WAY OUT THE DOOR"
The roads and bridges that Hoosier Families travel on are the same what is different is the...
ARE YOU GOING TO BE A VENDING MACHINE OR ...

ADD VALUE
Fran Will Not Move Despite...

- More money
- More prestige
- Better cities....Because...
IF YOU ARE NOT ROMANCING YOUR CUSTOMERS... WHO IS?
MY BIAS

Companies and institutions should strive for wow... 100% customer satisfaction each and every time and at each opportunity.
I feel obligated to say something about our customers. How about "Give us three million dollars so we can buy cool technology, pump up our resumes, and escape this festering boil you call a company."?

I have to turn this fifty-page proposal into a one-paragraph executive summary for our CEO. It's impossible. stapled.
WHY DO BUSINESSES LOSE CLIENTS?

SURVEY SAYS

3% MOVED AWAY
5% DEVELOPED OTHER RELATIONSHIPS
9% COMPETITIVE REASONS
14% DISSATISFIED BY PRODUCT/SERVICE
69% FEEL, THINK, PERCEIVE THAT YOU DON'T CARE
SURVEY - WHY ARE YOU LOYAL?

♦ BECAUSE THE COMPANY CARES

C....CREATE
A
R....RELATIONSHIP
E....EVERYWHERE
HOW SPECIAL DO YOU FEEL?
THE GOAL OF ALL THIS

IF YOU WERE A HOOSIER CONSUMER AND YOU CAME TO INDOT AFTER DEALING WITH OTHER PUBLIC OFFICES IN ALL YOUR COMPETITORS CAN YOU GUARANTEE THAT THE PLACE YOU WOULD ENJOY DOING BUSINESS IS INDOT JUST BECAUSE OF HOW IT FEELS.....
WHY SHOULD I SUPPORT INDOT?

YOUR "IT" MUST BE GREAT....
THE THREE ESSENTIAL QUESTIONS????????

- WHO IS MY CUSTOMER?
- WHAT DO THEY WANT?
- HOW CAN I DELIVER IT BETTER THAN THE COMPETITION?
Customer Priorities and Producer Priorities Differ
Producer Priorities

- Productivity
- Schedule
- Standards
- Cost
- Volume
Customer Priorities

- HELP SAVE MONEY
- HELP SAVE TIME
- GET WHAT I WANT
- MAKE IT ENJOYABLE
IF YOU THINK YOU ARE SO COMPELLING... THINK AGAIN!
THE ULTIMATE TOY STORE

- PLEASE TOUCH THE MERCHANDISE
- FEEL FREE TO PLAY WITH EVERYTHING IN THE STORE (EXCEPT THE EMPLOYEES)
- IF YOU BREAK IT RELAX- WE KNOW YOU DIDN'T MEAN IT
- FOOD AND DRINKS ALLOWED- ENJOY
- NO SHOES, NO SHIRT, NO SWEAT
- OUR TOYS CARRY A LIFETIME GUARANTEE
- MOST IMPORTANTLY, OUR EMPLOYEES HAVE BEEN INSTRUCTED NOT TO SAY "HAVE A NICE DAY"
Your customer segments

High risk of loss to competition

Dissatisfied
Your customer segments

Satisfied

May jump to competition if opportunity occurs
Your customer segments

Delighted

Will tell others and repurchase your product or service
WHY IT PAYS TO DELIGHT THE CUSTOMER

Dissatisfied + Satisfied + Delighted = 100%

- Dissatisfied: High risk of loss to competition
- Satisfied: May jump to competition if opportunity occurs
- Delighted: Will tell others and repurchase your product or service
THE ESSENTIAL POINT!

- ONLY SATISFIED CUSTOMERS RETURN

- THE CUSTOMER DOES NOT GET UP IN THE MORNING AND SAY, "WHAT CAN I DO FOR ________ BUT WHAT CAN ________ DO FOR ME"...

And you know what. If you don’t do it...
Strategic improvement matrix

<table>
<thead>
<tr>
<th>Impact</th>
<th>Attribute performance</th>
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<tbody>
<tr>
<td>High</td>
<td>Critical improvement areas</td>
</tr>
<tr>
<td>Low</td>
<td>Lower priority for improvement</td>
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THE SECRETS

- SUCCESSFUL SELLING IS RELATIONSHIP
- KNOW YOUR TOP 50
- MAINTAIN CONSISTENT AND VALUE BASED CONTACT WITH PROSPECTS AND CLIENTS
- DELIVER EFFECTIVE COMPPELLING MESSAGES
- MEASURE
- BEG FOR COMPLAINTS
- BRING CUSTOMERS INTO THE ORGANIZATION
MORE SECRETS......

- SEND ORGANIZATION OUT TO CUSTOMER
- GUARANTEES ARE POWERFUL
- THANK YOUS ARE POWERFUL
- HIRE EAGLES NOT DUCKS
- CREATE A CHAMPION
- HARNESS COMPUTERS
- MAKE THE COMMITMENT
All customers are NOT the same

♦ Treat different customers differently
1 TO 1

- Customers have different needs from us
- Customers have differing values to us
THE ULTIMATE SECRET...“WOW”

PROVIDE AN EXPERIENCE OVER TIME SUCH THAT THE CONSUMER WILL VIEW YOUR CREDIT UNION AS THE ONE OF CHOICE
THAT'S NOT MY JOB...

This is a story about four people named everybody, somebody, anybody, and nobody.

There was an important job to be done and everybody was sure that somebody would do it. Anybody could have done it. But nobody did it. Somebody got angry about that, because it was everybody's job. Everybody thought anybody could do it. But nobody realized that everybody wouldn't do it. It ended up that everybody blamed somebody when nobody did what anybody could have...
FLY WITH THE EAGLES...

SO HIRE EAGLES

...NOT DUCKS
"TALKING TO CUSTOMERS TENDS TO COUNTERACT THE MOST SELF DESTRUCTIVE HABIT OF ALL COMPANIES . . . THAT OF LISTENING TO OURSELVES"
GET THE VICE PRESIDENT'S TO THE FRONT DOOR.

WHO IS MY CUSTOMER?

WHAT IS IMPORTANT TO THEM?

WHAT IS THE COMPETITION DOING AND HOW CAN I DO IT BETTER?
I COULD SIT HERE DOING NOTHING.

OR I COULD IMPLEMENT A BOLD QUALITY INITIATIVE WITH THE HELP OF MY TALENTED AND ENERGETIC COWORKERS.

I CRACK ME UP.
THE ESSENCE

- I DON’T KNOW WHO YOU ARE
- I DON’T KNOW YOUR COMPANY
- I DON’T KNOW YOUR PRODUCT/SERVICE
- I DON’T KNOW WHAT YOUR COMPANY STANDS FOR
- I DON’T KNOW YOUR CUSTOMERS
- I DON’T KNOW YOUR COMPANY’S RECORD
- I DON’T KNOW YOUR COMPANY’S REPUTATION

NOW... WHAT WAS IT YOU WANTED TO SELL ME?
THE GOAL OF ALL THIS

IF YOU WERE A CUSTOMER AND YOU CAME TO INDOT CAN YOU GUARANTEE THAT YOU WOULD ENJOY DOING BUSINESS JUST BECAUSE OF HOW IT FEELS.....
It’s The Customer STUPID....

◆ Your products and services come and go.
◆ Your customers last a lifetime.
I PLEDGE TO TELL EVERY ONE OF MY CUSTOMERS NEXT WEEK HOW IMPORTANT THEY ARE TO OUR BUSINESS AND FIND OUT SOMETHING THEM. I PROMISE TO MAKE CUSTOMERS A GREATER PRIORITY BECAUSE I KNOW THAT EVERYTHING WE HAVE IS A RESULT OF THESE CUSTOMERS.
I PLEDGE.....
I PLEDGE TO TELL EVERY ONE OF MY EMPLOYEES NEXT WEEK HOW IMPORTANT THEY ARE TO OUR BUSINESS AND FIND OUT SOMETHING ABOUT THEIR PERSONAL LIFE. I PROMISE TO MAKE EMPLOYEES A GREATER PRIORITY BECAUSE I KNOW THAT EVERYTHING WE DO IS BECAUSE THEY DO IT.
ANY QUESTIONS??????
THANK YOU FOR YOUR KIND ATTENTION

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