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Moments of Truth

*How to Keep Customers
Excited and Delighted and
Coming Back For More!*

Facilitator Copy

By Kevin Panet

Customer Service Definitions

1. A “customer” is anyone who receives a Product or Service from your or your organization.
2. “Customer Feedback” is the mechanism that lets you know how your customers feel about your product or service.
3. Satisfied customers will tell an average of 5 people about their positive experience, while dissatisfied customers will tell an average of 20 people about their experience.
4. “Service Recovery” is when you have made a Mistake and yet you have found a way to make the customer happy and potentially come back for more.

Notes:

Why Do Companies Lose Customers?

There are basically 7 ways that companies lose customers. Given the reasons below, try to determine what the percentages are for each one:

1% Customers Die

3% Customers Move Away

4% Customers Lose Interest

5% Customers change because of friends' or family recommendations

9% Customers buy from a competitor with a lower price.

10% These customers are chronic complainers

68% Customers react to indifference on the part of the company or its employees.

The point is: _____

Moments of Truth

The phrase “moment of truth” was coined by Jan Carlzon of SAS Airlines. A moment of truth occurs whenever and wherever there’s a customer contact, because that is the moment when the customer forms a perception of the organization and it’s products or services.

The challenge for any company is to manage these moments of truth so that the perceptions are positive.

In the example below, you will observe 12 “moments of truth” for the airline passenger from making the reservation to the airplane being cleared for take off:

The customer...

1. Calls the airline for flight information.
2. Books a seat with an airline representative.
3. Waits in line at the airport ticket counter.
4. Pays for and gets a ticket and boarding pass from the ticket agent.
5. Goes through airport security.
6. Looks for the departure gate.
7. Waits in the boarding line.
8. Gives the ticket to the gate attendant.
8. Boards plane and is greeted by the attendant.
9. Searches for his or her assigned seat.
10. Looks for place to store carry-ons.
12. Sits down, buckles up and waits for take off.

In this situation, the customer has 12 points of contact with the airline before the plane leaves the gate. How the customer is served at each of these points of contact can affect his or her perceptions of value. How many negative contacts does it take before a customer decides not to fly this airline again? For some customers, a negative experience at any one of these points of contact could make the difference.

Your “Moments of Truth”

It’s easy to look at the “moments of truth” at another company. It’s not as easy to look inside your own company. On the next couple pages, consider the customer interactions and how we can ensure that each “moment of truth” becomes a positive experience for the customer.

Application Exercise: Using Post-It notes provided, map out the process from when a customer first interacts with your company, to when they receive the final product/service. Identify the key steps and the “moments of truth” that will make or break the customer’s experience.

<p>Process Step:</p> <p><i>The customer visits your web site</i></p>	<p>Moments of Truth:</p> <ul style="list-style-type: none">• <i>Is the web site easy to navigate?</i>• <i>Is there a phone number to call?</i>• <i>Does the web site load in a reasonable amount of time?</i>• <i>Is the web site up?</i>• <i>Did the web site crash?</i>
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<p>Process Step:</p>	<p>Moments of Truth:</p>
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