



Bring the “WOW” Factor! Into Your Business and Earn Customer Loyalty for Life

Have you ever said: "WOW", I just loved the way they took care of me! That was easy; I could do business with them again in a heartbeat"? If so, you have just experienced the "WOW" Factor! Being "WOW"ed is a magical experience, it's impressive, attractive, inspiring and memorable and we want to repeat it again and again.

It was not by luck, chance or fate that you were blown away by remarkable service most likely, it was a deliberate choice, and a driving purpose of a smart and enlightened business. Enlightened . . . because its leadership chose to "WOW" customers as a core value and as an honorable way to do business. Smart . . . because it recognizes the need for a deeper commitment to service, one that goes beyond the bottom line and recognizes that customer and brand loyalty are essential pieces for immediate and steady growth. In so doing, thrives on consistent revenue increases, lowered costs and greater profitability.

The Ultimate Competitive Advantage

Making a profit is the goal of every business and "WOW"ing each and every customer is one of the surest ways to achieve it. The ultimate competitive advantage is customer and brand loyalty. Choosing to give every customer a "WOW" experience is a declaration of integrity and transparency to employees, customers and shareholders . . . and it's great to get a steady stream of low cost of sales customer referrals.

Smart leaders separate themselves from the pack by choosing to serve customer interests before self interests, trusting a time honored business principle, that true value, quality and great experiences are the keys to repeat business. The value of service is as old as Methuselah and it works as well today as it did centuries ago. It works from the inside out by serving one another, treating fellow employees internal customers with efficiency, courtesy and politeness, just as one would an external customer. This creates a synergistic team climate of co-operation, support and collaboration. Customer service training helps a lot, but don't make the mistake that many companies have made in the past, namely, that a training program will suddenly enhance your

service loyalty and solve your customer complaints and problems. That is like treating the symptom of an illness and not the cause. The root cause of bad and inconsistent service can always be tracked back to the culture. The values of service and quality should be practiced internally and fostered as "This is the way we behave and do things" and enhanced by the right kind of training as recommended in this book. The thesis of this book focuses on how to deliver a world class customer experience . . . from the inside out.

If within the inner workings of a business, a service culture is formed, and people understand that treating each other with respect, dignity and recognition are values that are appreciated by all and practiced as a priority then from that mind set daily behaviors are practiced that ripple out to "WOW" customers. Simply, when we choose service and respect for one another as a value and make that an important part of our work lifestyle and job description, customer service success habits and behaviors become a natural part of daily communications. In this way, customers, guests and trade partners are automatically and authentically treated, with dignity and respect and the perception of greater value quality and service is experienced. Similarly, when leaders practice integrity by example and deliver on what they say they will do value, trust and commitment are established and common goals are more easily embraced by all. It is the psychology of shared destiny at work.

Let's take that notion one step further. "WOW" experiences are influenced by relationships and relationships influence perception and perception builds trust and trust leads to increased sales and customer and brand loyalty. Trusting business relationships rest solidly on outstanding performance. Of course, product quality and product performance are of paramount importance but even the perception of quality is influenced by relationships. Brand loyalty is reinforced when problems are solved quickly and efficiently by motivated committed staff.

Would you like to experience the "WOW?"

We have worked with hundreds of enterprises such as yours
in helping them grow their sales.

We would love to gift this entire book to you during our first face-to-face
meeting. To schedule an appointment with us, please contact us at:

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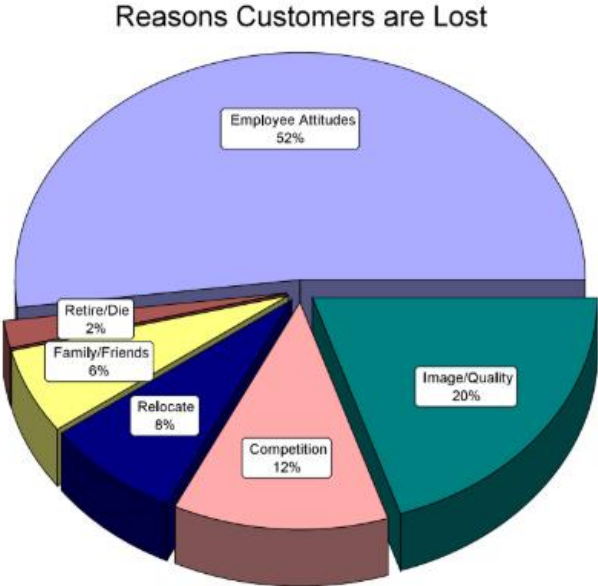
"None Are So Blind as Those Who Will Not See"

A Costly Strategic Mistake

What makes a loyal customer choose to give their business to a competitor?
Who loses the sale? Is it the automated impersonal call center, is it the sales

representative, is it the accountant who calls for payment when the check has already cleared the bank? It doesn't take much these days to lose a customer. "Losing customers can devastate a business. Untrained staff with couldn't-care-less attitudes is the primary reason customers are lost and will guarantee bankruptcy. It may be a slow steady decline or depending on the competitiveness of the industry . . . really fast.

For many years business leaders have made a very costly strategic mistake. "WOW"ing the customer has not been considered a 'major' priority. Granted, customer service has always been a part of strategic board room debates but, with a huge amount of lip service paid to it. It's as if everyone knows that service should be an essential piece and driving force of a business, but it never quite makes it to the top of the list as most important. One of the reasons is that all too often operational priorities are not determined by objective rational business sense, but rather by reactive self protective fear.



Let me elaborate: If through written, verbal, and non-verbal communications, the CEO, shareholders, terrorist boss, or the company policies and procedures are perceived by

employees to be most important to insuring a paycheck, then all of the above will get attention first. If it's the boss who is deemed to be most important, then his or her needs will be taken care of as a job security priority . . . before the customer. Everyone will work to "WOW" the boss. The voice of the customer becomes second and a dull noise in the background, an irritating interruption of more important work rather than the purpose of it. I keep on getting interrupted by customers and cannot get my work done. When people are employed but not trained and not given a clear set of core values and an understanding of what really drives and grows a business and how they fit in, they are uncertain of their role and what's expected of them. Without clear expectations, they are left no option but to find self serving motives and actions that makes the boss take notice of them. This kind of mentality and behavior separates and silos functions and people and fosters detrimental internal competition costing a company millions in lost customers and productivity.

“When the boss is the most important person in the business relationships are based on superficial actions, jockeying, fear and money. When service is most important relationships expand to more than just a paycheck to a sense of purpose, higher productivity and job enrichment.”

Insult to Injury

A second mistake is that many businesses see the role of customer service as a necessary, cost bearing inconvenience a defensive department strategically set-up to put ice on bleeding customers. A kind of ER to take care of those inconvenient complainers, whiners and ludicrous angry customers. Anger, no doubt, brought on by built in product defects, or unfinished product design, left to slide and financially calculated as the cost of doing business. After years of expectations not being met, customers are weary, jaded and on guard. "What an enormous business management blunder it is to think that customers would be okay with product defects!" History is loaded with examples of these kinds of businesses that have gone belly up. Yet, I know of large companies who will anxiously launch products that have known defects all in the name of meeting quarterly targets. In business many bad decisions are made under financial pressure but slapping the hand that feeds you, must rank up there as one of the dumbest.

Of course, this business model can work, if you have enough money to throw at it, or you have a monopoly, (we have seen companies attempt to monopolize an industry on several occasions) but it always fails, particularly in the face of strong innovative customer driven competition, besides what an awful way to do business. Now, due to economic turbulence and local and global competitors luring customers away, litigation up the ying-yang, and the grave financial adjustments needed to be made many well known companies have been forced to address this issue of service and quality as a higher priority. They are re visiting their leadership philosophies, mission statements, systems and processes and adding in the immense value of listening to the voice of the customer. Because of this shift in thinking they are at last gearing up their organizational processes and culture to systematically "WOW"

customers. My hope is that many will transform their businesses permanently and stay in it for the long haul.

"It's not only what you make but why you do it, that "WOW"s"

It's not only what you make but who you are, why you are in business, the way you make your products and what your purpose is that makes all the difference. Customers are more fickle about who they buy from. Service is a value and purpose driven companies live out what they value highly. It's what you are deeply passionate about that makes the experience more authentic. When your customers know what you stand for and can identify with your values it creates a deeper emotional connection and enhances the perception of your product or service. This is what customers want to know. Do you have passion and integrity? Recent business successes have demonstrated that buyers are moved into Brand loyalty by the purpose and motives of the people running an organization.

Throwing a pebble into a pond and watching the ripples flow out from the center of the impact, is a great visual of how a service culture works from the inside out. Building deeper value driven relationships with employees and customers is the smartest way to making consistent, steady growing profit. Long-term valued relationships and brand loyalty cuts costs, reduces absenteeism and increases productivity performance and profits.

A singular focus of driving the bottom line does temporarily help an organization cut costs, but unless done wisely, the real cost can be extremely high. Short term thinking will most certainly do damage to the business and will inhibit future growth and shareholder returns. How? When your organization is not glued together with a strong set of core values, and you don't have a clearly defined offensive strategy that includes anticipated contingency plans to take advantage of changing market trends, the only option left is defensive reactive style decision making. This leads to daily, weekly, and monthly panic attacks and irrational premature cuts that erode staff morale, customer confidence, product quality and of course industry reputation and branding. The Leadership brand in many industries stinks! You cannot cut staff and programs such as quality management, sales and marketing and training and expect to achieve the same level of success. It's an illusion that has destroyed many great businesses. The answer is to be strategically prepared with several proactive options that focus on taking advantage of market shifts, buyer behavior and trends. A smart organization always focuses on adapting and making change and innovation a source of strength rather than a source of stress and passionately focuses on "WOW"ing customers the revenue source of any business.

"How do you shrink to greatness?"

Why I wrote this Book

I wrote this book to connect and help individuals, teams and entire businesses, who through a service and servant philosophy, want to focus on delivering world class customer experiences from the inside out, and thereby, build wealthy healthy profitable businesses and lives, that create ongoing economic growth and job opportunities. Moreover, I sincerely believe that a philosophy of service embraces all that is right with our free enterprise system. If we choose to personally embrace the notion of 'first giving' as opposed to 'first taking', a 'how can I help you' service mentality I believe many of the problems of greed and dishonesty, we recently experienced in our capitalistic society, will be greatly diminished. I say this with confidence because I have worked closely with executives and their teams in large and small companies, who have trusted me to guide them through a process of organizational transformation. They allowed me the opportunity to implement several service ideas and new change management concepts, that although I knew would work, worked so outrageously well, and so fast, that I felt I needed to repeat them in different industries for validation.

In industry after industry the results have been exceptional. The primary concept is that business teams are no different to high performance sports teams. Like sports teams, focused business teams, 'want to' bring all their individual talent and abilities to work. They create a safe, secure, inter-personal environment; openly share ideas; and willingly focus on a shared destiny. In this case the shared destiny is to build an internal culture of service and so with ease "WOW" customers. A psychology of shared destiny is a power source for growth and profitability.

Each chapter demonstrates how to engage, excite and delight internal and external customers and build a customer centric culture: how experiences are influenced by relationships and how relationships influence perceptions and that perceptions are reality. In turn, validated and reinforced perceptions will build trust and trust leads to large banks and communities of customers and lasting brand loyalty. All enlightened businesses understand the importance of building trusting relationships. Trusting business relationships rest solidly on Leadership integrity, the quality of the people and products, performance and price and the ability to consistently manage and exceed expectations. If a business promises one thing but delivers another trust is eroded and frustrations spreads like a contagious disease to friends, families and business associates. Unhappy customers tell between eleven and fifteen people about their dissatisfaction with a company and for every one complaint you hear, somewhere between ten to fifty complaints are not reported. Any business that is in a competitive market and is reliant on service to differentiate itself understands that "all it takes is one surly employee, with a couldn't-care-attitude to lose a million dollar contract."

"When people care, there is magic in the air..."

"Choose service as a way of life . . . and life will serve you"

"If the only tool you have left is a hammer, then everything looks like a nail."

Chapter One: Synergy "WOW" Factor! it's all about the experience!

"A fusion of worthy values and goals builds a powerful spirit of synergy that energizes individual creativity and relationships with enthusiasm, fun, excitement and believability"

"Enthusiasm and inspiration are contagious and attractive to customers. Human connection is a primal need and when we connect with one another in positive ways, and we work together toward a shared destiny, we experience a deep and primal validation and a sense of existentialism. This results in an emotionally secure workplace; a place of safety, trust and sense of balance and certainty."

To experience satisfaction and contentment from a product or service means that your expectations have been met. To be impressed means that your expectations have been exceeded, but to be "WOW"ed means that you have just experienced exceptional, extraordinary service and when that happens, it is so unusual that it makes you exclaim: "WOW"! that was great!"

The "WOW" Factor! can be found in many forms in many different areas of life such as music, art, personal relationships and of course, in the products and services we experience. Singers and great musicians leave us speechless and emotionally moved by their amazing talents, sports teams can astound us with exceptional physical coordination teamwork and will to win, but in contrast to a great musicians and sports teams the "WOW" Factor! in business is much more difficult to deliver. In business there are a multitude of variables to coordinate, the quality of products, price, personalities', attitudes and daily situations that can influence the customer's experience.

The "WOW" Factor! in business has to be coordinated and repeatable for it to build value. It must be executed by empowered people who like people and love the idea of being the best ... being world class. First givers, proactive initiators who have the helping gene and the support of enlightened leaders who trust them to make the right decision at the moment of truth. When the "WOW" comes together it is a thing of beauty and awe ... this is the art of business.

A moment of truth is an instant or contact between a customer and a company that gives the customer an opportunity to form, validate, re-inforce original buying decisions and create a lasting impression about the company.

At Synergy Executive Education, we are strong believers in increasing brand loyalty. How would you like to give and receive "WOW" experiences, build trust, earn respect and appreciation and build your Brand Charisma? We have helped

over 300 organizations do this, and we can do the same for you. Please contact Maryna@synergyteampower.com to schedule an appointment.

Executive Commitment

One of the most common reasons customer service initiatives fizzle out, is that service is not embraced as a value at all levels of an organization. When executives feel they Don't personally need training and Don't attend change management seminars and workshops, the seriousness and commitment to making the customer the most important person in the business does not stick, and will not be carried forward to victory. When leadership role models the change with passion and integrity, employees take ownership and mind sets shift and the right behavior and actions follow.

Many company executive teams I have worked with have displayed remarkable diligence, integrity and tenacity and believe in the value of service. The rewards have been equal to their commitment. It is simply recognizing the duty of leadership and its influence on change. If the boss takes it seriously everyone else will! Strategically it makes sense to take care of the major revenue source of the business and when done in an exemplary fashion, revenues increase exponentially.

Service as a Core Value

The idea of customer service as a value and part of the culture is a much grander concept when you realize that It's as important to be helpful to your internal customers (your team) as it is to be helpful to the external customers. We are all customers, and we are all, in one way or another, suppliers. Even when there is no trade off. Directly or indirectly, we supply external customers with services or products, and frequently both. We are also all suppliers within our own companies. Payroll is a supplier to everyone in the company who draws a paycheck. Receptionists supply telephone calls and meeting information. Top managers supply employees with training, role modeling, career building and motivation. No matter where you are in a company, no matter your job description, you are a customer and a supplier to others in the company.

For sales representatives and managers, internal customer service provides a reason for not promising (or implying) more than the rest of the company is able to deliver. When someone in sales promises a customer a fabulous discount for a top product in no time at all, those promises come back to haunt those in A/R, Production and Shipping. In the end, something has to give: the external customer ends up angry and disappointed and the internal customers are stressed out by trying to meet unreasonable and maybe impossible demands. Maintaining good internal customer relations is one of the key success factors required to build trust which goes a long way to "WOW"ing the customer.

In the many companies I've worked with, positive human interaction, recognition and a sense of belonging have always been the major motivators and operational driving forces. As one shop floor team leader explained, "When we trust one another and attitudes are positive, and we feel safe, it's fun to come to work. The willingness to work together to serve customers or to be involved in change programs such as Six Sigma, ISO or Synergy "WOW" Factor is easier and we give of ourselves without hesitation."

We are all in the people business and high productivity and extraordinary performance are directly connected to how human communication and energy is directed. If our energy is directed toward "WOW"ing the customer, it opens up fresh new ways of thinking. When we deliberately and purposefully engage customers, and it's all about satisfying their needs and wants, greater trust and cooperation grows and success is inevitable. It's all about the experience.

Clearly define the vision to "WOW" customers - You Are in the Business of Directing Energy

A vision is a clearly-defined mind image of what the final picture of success looks like. It is a uniquely human ability to imagine and visualize in detail where we plan to end up. To visualize is the most powerful ability we have. When we focus on a specific vision, and we discipline ourselves to hold an image constantly, our bodies become energized to bring about the vision's physical materialization. Imagination is the source of possibility and the foundation of probability. It is the playground of potential, where the seeds of greatness are sown and the power of belief begins.

Every day we draw great inspiration from the heroes of imagination who have come from every walk of life The Wright Brothers, Einstein, Thomas Edison, Nikola Tesla, Alexander Fleming, Alexander Graham Bell, and Henry Ford imagined radios, televisions, telephones, computers, incandescent light bulbs, automobiles, aircrafts, highways, spacecrafts, and the Internet-and like Martin Luther King, most of them were incorrectly told to stop dreaming about the impossible. Yet, their dreams have proved to be more powerful than the impossible.

"Dreams are always more powerful than the impossible!"

Writing out a vision statement is fine-tuning the imagination and transporting it into the realm of reality. It's realistic dreaming and is an integral part of a strategic plan. Equally as important as the vision are the supporting values and goals. Core values form the foundation, behavior, and personality of a business. Core values define and guide the business, allowing employees to identify with the larger purpose: what it stands for and who it serves. Values support the way people and teams communicate with one another and how they build organizational culture. When values are chosen wisely and practiced diligently, a climate of trustworthiness is built between management and staff. This inspires willing attitudes and teamwork.

A good strategic plan recognizes that a high-performance team culture incorporates these core values, which is a distinct and powerful competitive advantage. The business world thrives on high energy, enthusiasm, ideas, and innovation. Ideas and innovation are the lifeblood of business-but the execution and achievement of goals, its energy source. Without clearly defined, written-out, step-by-step goals, a business runs out of gas. New products, solutions, concepts, and the best and most well-intentioned plans will fail consistently without accountability and goals.

Uncontrolled and misdirected Enthusiasm is dangerous.

Leadership is in the energy business. Enlightened leadership teams are committed to the idea that a good strategic plan and the organizational culture are the primary operational driving forces in a business. This does not discount the importance of good systems and processes. A Synergy Strategic Plan takes into account the entire organization: all the internal and external influencing factors like the culture, people, systems, policies, resources, and leadership ability to succeed. Leadership commitment is an essential piece to the success of any change and improvement process

“When we treat each other with dignity, respect, and efficiency, we create a culture of cooperative high performance, which ripples out to the customer.”

How one treats their fellow team member is a direct reflection of how one treats the external customer. Too often managers-not leaders-are caught up in daily activities and often vents their frustrations on the staff.

We hope you enjoyed this excerpt of our “WOW” Factor book, we would love to provide you with a copy at our first meeting. Please schedule an appointment with us at maryna@synergyteampower.com