

“Creating an Experience”

4 Steps

to **Boost**

Customer

Satisfaction

Guess who?

- I send you a thank you note when you make a purchase.

Guess who?

- I offer to help carry your groceries to your car.

Guess who?

- I call you by name when your drink is ready.

SPIP

Service Perception Improvement Program

per-cep-tion (noun)

1. The process of using the **senses** to acquire information about the surrounding **environment** or situation.

SPIP

Service **Perception** Improvement Program

per·cep·tion (noun)

2. An **attitude** or understanding based on what is **observed** or thought.

SPIP

Service **Perception** Improvement Program

per·cep·tion (noun)

3. Any of the neurological processes of **acquiring** and mentally **interpreting** information from the **senses**.

5 Senses

Seeing

5 Senses

Hearing

5 Senses

Smelling

5 Senses

Tasting

5 Senses

Feeling

Step 1

Know your customer.

Step 2

Find out what your customer values.

Step 3

Decide target outcomes.

Step 4

Create a positive sensory experience.

Look

Look for examples of engaging the senses.

Case Study #1

Thanks, Doc! Movie Premiere

- 100 Physicians
- 300 Family members
- A blockbuster movie: Lord of the Rings, Harry Potter, Harry Potter, Harry Potter
- VIP amenities

Case Study #2

New Member Welcome Party

- 80 New Medicare members
- 5 Translators
- VIP amenities

Case Study #3

Magazine

- 60,000 copies
- Designed for multiple audiences

Teams

Assignment:

Create an experience from start to finish
engaging the senses.

Teams

Assignment:

Create an experience from start to finish
engaging the senses.

Important to Remember

1. Know your customer.
2. Find out what they value.
3. Decide target outcomes.
4. Create a positive sensory experience.

Mahalo!

Have an outstanding day!