## **Exceeding Customers Expectations**

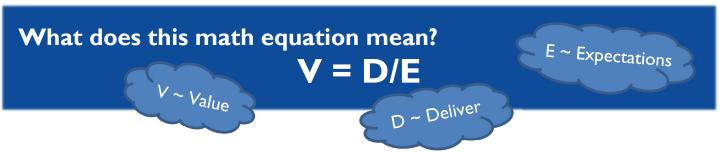
"Exceed your customer's expectations. If you do, they will come back over and over. Give them what they want — and a little more."

— Sam Walton



60% of customers who say they are satisfied with a business will still try a competitor. 97% of customers who report being loyal to a company will never leave. How do you earn a customer's loyalty?

By consistently wowing them!



To create value, we must continually strive to deliver service that exceeds our customers' expectations!

- (3) If our customer expects a 10 and we deliver an 8, we have not created value.
- (a) If our customer expects a 10 and we deliver a 10, we still have not created value.
- © If our customer expects a 10 and we deliver a 12, we have created value! Success!!

Look for ways to go above and beyond for your customers. Deliver an 11 or 12, every time!

## Examples of above and beyond service:

- Use customers' names.
- Have a genuine interest in the customer and their needs.
- Send thank you notes, call or email with thanks.
- Have customer appreciation events.
- Call when an order is delayed.
- Call to check-in.
- Call with specials.
- Call to follow up to see how things are working.

How do you wow and delight them? Give them more than they expect, every time.

What are your 11 and 12 moments?

