

# 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!*

## What does this math equation mean?

$$V = D/E$$

V ~ Value

D ~ Deliver

E ~ Expectations

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

- ☹ If our customer expects a 10 and we deliver an 8, we have not created value.
- ☹ 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?**