



SYSTEMATIC SPONTANEITY

APPENDIX



DREAMTEAM
COACHING



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How to 'WOW' your clients every time

Have you ever noticed that when people tell you about 'WOW' service they have received, it is usually a story about a gesture that was probably systematic but received as an expression of spontaneous client service.

Examples:

- The dentist who gives his patients hot towels after a course of treatment.
- The hotel receptionist who, after telling me that all of his rooms were taken, offered to ring local hotels and find an alternative for me.
- The restaurant manager who offered complimentary desserts after a main course was delayed.
- The automatic upgrade with Virgin Atlantic for being a Gold Virgin flying club member.

The trend is that a pleasant individual took the trouble to make sure that I felt really appreciated as a client – that's why I keep going back and telling all my friends. None of these examples is of the cheapest provider – but I choose to pay 'extra' for the individual attention. So if you have chosen to offer your clients the best, rather than the best price, what 'systems' do you have in place to make sure they are 'WOWed'?

Steps:

1. Schedule some time for your whole team to take part in this exercise.
2. Imagine that you are a client, travelling through your business, and make a list of all the steps in the client journey.
3. Write a list of 10 things you could do that would demonstrate 'systematic spontaneity'.
4. When you have completed the list, ask the team what would have to happen for these systems to be implemented.
5. Decide which is going to be your 'Flagship WOW' – the one thing that you do that will have people raving about you. Tick the relevant box and set a deadline for implementation

SYSTEMATIC SPONTANEITY SYSTEMS	Our Flagship 'WOW'	Deadline
1.....	<input type="checkbox"/>
2.....	<input type="checkbox"/>
3.....	<input type="checkbox"/>
4.....	<input type="checkbox"/>
5.....	<input type="checkbox"/>
6.....	<input type="checkbox"/>
7.....	<input type="checkbox"/>
8.....	<input type="checkbox"/>
9.....	<input type="checkbox"/>
10.....	<input type="checkbox"/>