

# **Creating a Legendary Customer Experience!**

**Project Conference  
2018**

## **Develop a Culture focused on Extraordinary Customer Experiences**

- ◆ Culture: Traditions, customs, expectations of civilization that dictate behavior.
- ◆ Organizational Culture: A system of shared meanings and common beliefs held by organizational members that determines, in a large degree, how they act towards each other and their constituencies.
- ◆ “The way we do things around here.”



# Culture Dictates Behavior

We meet, I present my hand...you...

You go to the Movie Theater on \$5.00 Tuesday and there is a long line at the ticket kiosk. You...

You have a \$30.00 dinner tab. You pull out a \$20, a \$10, and...

# Your Organizational Culture

- Goes beyond the mission statement.
- Is powerful.
- Is shared.
- Is in your hands!



# Disney:

Mission: Providing  
entertainment that families  
can enjoy together



## Be Our Guest!

# Develop an “ebay” mindset!

- ◆ n6657u (153 )
- ◆ 100% positive feedback

*“We are what we repeatedly do. Excellence, then, is not an act, but a habit.” Aristotle*



## The Power of One



# The Power of One

- A reputation is never dictated...it's always earned.
- Your reputation is in your hands.
- Your reputation for a distinct customer experience is dependent on your professional delivery of services...and a little extra.
- Your customers choose between different offerings based on which is perceived to deliver the most value to them.
- You will be successful if you deliver value and an unforgettable experience to your customers.



# The Power of One

- Excellence isn't accidental.
- Develop a culture of excellence. It feels great...for everyone!
- Everyone in your organization is responsible for pleasing, then delighting your customers.
- Create an uncompensated sales force and passionate advocates!



# Consequences of the Good and The Bad

- ◆ The impact of Social Media
- ◆ Millions may witness an indiscretion: [Fed Ex](#)
- ◆ Someone may write an entire song!! [United.](#)
- ◆ Patrick Stewart's Tweet "All I wanted to do was set up a new account with @TWCable\_NYC but 36 hours later, I have lost the will to live!"
- ◆ Joshie's Vacation at the [Ritz!](#)





# Empathize

Put yourself  
into the  
consumer's  
position!



**Your consumer  
is your focus...  
not your  
therapist!**

# Everything Communicates!

**WEATHER**  
High 74, low 33  
mostly cloudy  
with a breeze



FLORIDA SUN NEWSPAPER

## St. Petersburg Times

**LOCAL  
EDITION**  
THURSDAY  
January 27, 2011

# ATA to stop local service

### IF YOU HAVE TICKETS

ATA Airlines will stop flying to St. Petersburg-Clearwater International Airport starting April 11. The airline has agreed with the airport authority to fly to other airports in the region, but not to St. Petersburg. For more information, visit [www.ataair.com](http://www.ataair.com) or call 800-426-0000.

**In a surprise, St. Petersburg-Clearwater International Airport will lose its dominant carrier in April.**

**By STEVE HARTLE**  
The Staff Writer

**ST. PETERSBURG** — Passengers who fly ATA Airlines, along with the dominant carrier at St. Petersburg-Clearwater International Airport, will also have their flight to St. Petersburg.

The airline announced plans Wednesday to drastically cut back flights from St. Petersburg, one of its headquarters, in an effort to lower

costs by reducing and streamlining service to a handful of cities.

The airport director, Ivan Laguna, said an airline executive told him Wednesday afternoon that ATA would not be the only carrier to fly to St. Petersburg and that he thought it was likely that the airport would lose its dominant carrier, either in April or

"I was shocked, totally shocked," Laguna said. "We'd been led to believe they'd start bringing their

service in April, but there was never any discussion of them pulling out of our market."

The decision leaves St. Petersburg-Clearwater International with only a handful of the flights it had last year, when 1.5 million passengers used the airport. ATA handled half of those flights.

The airport has 2 carriers: the government-owned Air Force, which serves five St. Petersburg airports, and Allegiant Air, which serves about 20 percent of passengers in the area. The airport was being about 20 percent of passengers

from St. Petersburg International.

That leaves USA 1,000 as the largest carrier, with its flights serving such cities as Houston, including Detroit, New York, Cleveland, Chicago, Philadelphia, Philadelphia and St. Louis. But no flights on Saturdays, it had about 20 percent of the market at St. Petersburg-Clearwater International last year.

St. Petersburg-Clearwater airport officials were unsure how many ATA employees would be affected by the cuts.

Photo by ATA/ATA

### THE TIMES TODAY

2011 GOLF



Get into the  
swing of things



# The Power of One



**Is the  
Consumer  
always right?**

**Let's talk...**

# The Power of One

Sometimes job  
performance is  
just that...

a **PERFORMANCE**





*"When you set  
yourself on fire,  
people love to  
come and see  
you burn."  
John Wesley*

# SMILE!

**Let your  
Passion  
Show!**

# Homework!





**IF WE DON'T TAKE CARE OF  
OUR CUSTOMERS...  
SOMEONE ELSE WILL**

**THE POWER  
OF ONE!**