

Raving Fans Service

Introduction

Raving Fans Service is an expectation of how customers will react when doing business with you. Although business is more mundane than a sports event, the analogy works. Imagine a stadium of enthusiastic fans – all of them the perfect customer applauding your company, your team, and you for being the best in the business. This type of experience and reputation makes your company Top of Mind – the customers first choice over the competition. One last thought – this is not about giving away things, this is about doing what you promised and the experience of buying and using what they bought.

What You Need to Know

This Executive Summary will cover the 3 Secrets of Raving Fans Service:

1. Decide What You Want
2. Discover What the Customer Wants
3. Deliver at PLUS 1

1. Decide What You Want. This is part of an ongoing conversation in the business world – do you brand and then test the market or do you test the market and then brand? All the great companies started with making a statement about who they are and how they will provide value. Decide who you are and what value you provide to whom – If You could Create the Perfect Customer Experience – what does that look like?

2. Discover What the Customer Wants. Once you have defined your unique offer, your brand – it is time to investigate how the customer will perceive the offer and what needs will it meet or problems will it solve. Remember you can state what value the you provide, but it is how it is the perception you must manage – What is the Customers Vision of the Perfect Experience?

3. Deliver at PLUS 1. Since the management of expectations is critical in a service relationship, the idea of PLUS 1 is simple. Do what you promised and then make the experience of doing business with you 1% better at every opportunity. If the customer deals with 5 people in your company everyday and each person PLUS 1's the experience, at the end of the week you will raise the bar by 25%, the ultimate obstacle for competitors trying to steal the business.

What You Need To Do

1. Decide What You Want. The First Secret is to convert your vision and mission into a brand that creates a unique experience for the perfect customer:

- Create a Vision and Mission Statement – what value to do provide to whom;
- Make your Brand 3 Dimensional – the company, the products & services, and you;
- Create a Picture of Perfection for all employees, not just the people in customer service.

2. Discover What the Customer Wants. The Second Secret is to understand how your perfect customer (greatest impact with highest financial return) experiences the offer:

- Assumed Level – what does the customer just expect will happen, you don't gain from providing it, you only lose if you don't – think dirty utensils in a restaurant;
- Expected Level – what features is the customer using to make buying decisions, you gain from providing it and lose when you don't – think having the certified Angus beef you advertized;
- WOW Level – this is your PLUS, what does the customer not expect that if you provided it they would be wowed – a tour of the aging room to select your Angus steak.

3. Deliver at PLUS 1. The Third Secret is your customer contact people combining Secrets 1 and 2 to deliver what the customer assumes and expects, then adding 1% at every opportunity:

- Customer contact people have the training and the authority to fix the problem on the spot;
- You have a Recovery Plan that is delivered immediately by customer contact people whenever the company fails to deliver – make a win for the customer.

Where You Can Get Help

1. Decide What You Want. Start with your Vision and Mission Statement. Decide What You Want as the owner, where will the company be in 5 or 10 years, and what value will it provide to whom. Use this to brand the company and make an emotional connection, brand your products and services to make a rational connection, and you, the owner to make a personal connection. For more information on Vision, Mission, and Branding – click [GreenMark Consulting Group](#).

2. Discover What the Customer Wants. Spend the money and do the research. Understand your market and especially what is driving your perfect customers buying decisions and how are your competitors are responding to the same information. Good market research is not expensive and worth the investment. With this information build a matrix for each offer to identify the assumed, expected, and wow levels. For more information on Market Research and Secret 2 – click [GreenMark Consulting Group](#).

3. Deliver at PLUS 1. This is really the most difficult to execute. It requires having everybody on board and enabled to make it happen for customers. You must have competent people dealing with customers who have the authority to provide a PLUS 1 experience and demonstrate empathy and appreciation for the customer's business in the process. For more information on Recovery Strategies and Empowerment – click [GreenMark Consulting Group](#).

Summary



The key for building a Raving Fans reputation is understanding it is not about giving away things. Service is about the experience of doing business with you from the first marketing touch through interacting with the sales force to dealing with the Project Team Landscaping your property – improve the experience and the quality of offer will be enhanced. For more information [contact](#) Steven Cohen at 610.905.3637.