



CLASS 12

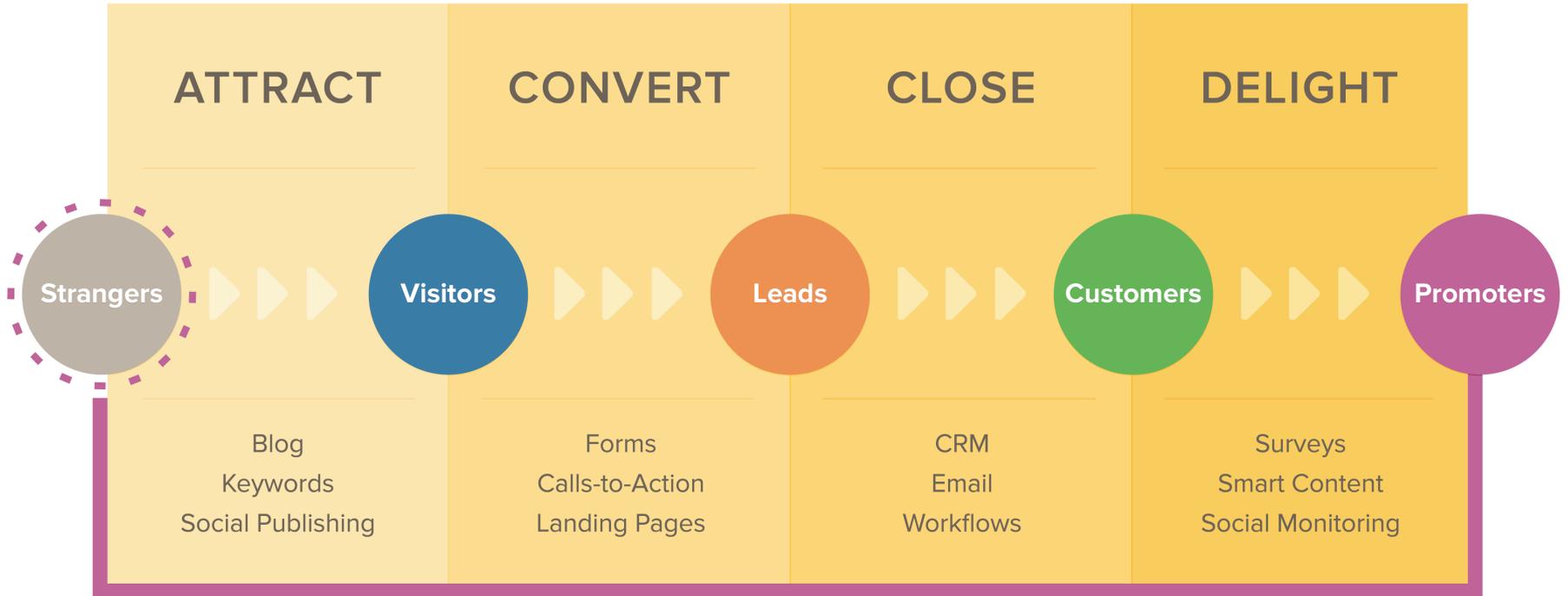
The Pillars of Delight

Professor: Mark Kilens

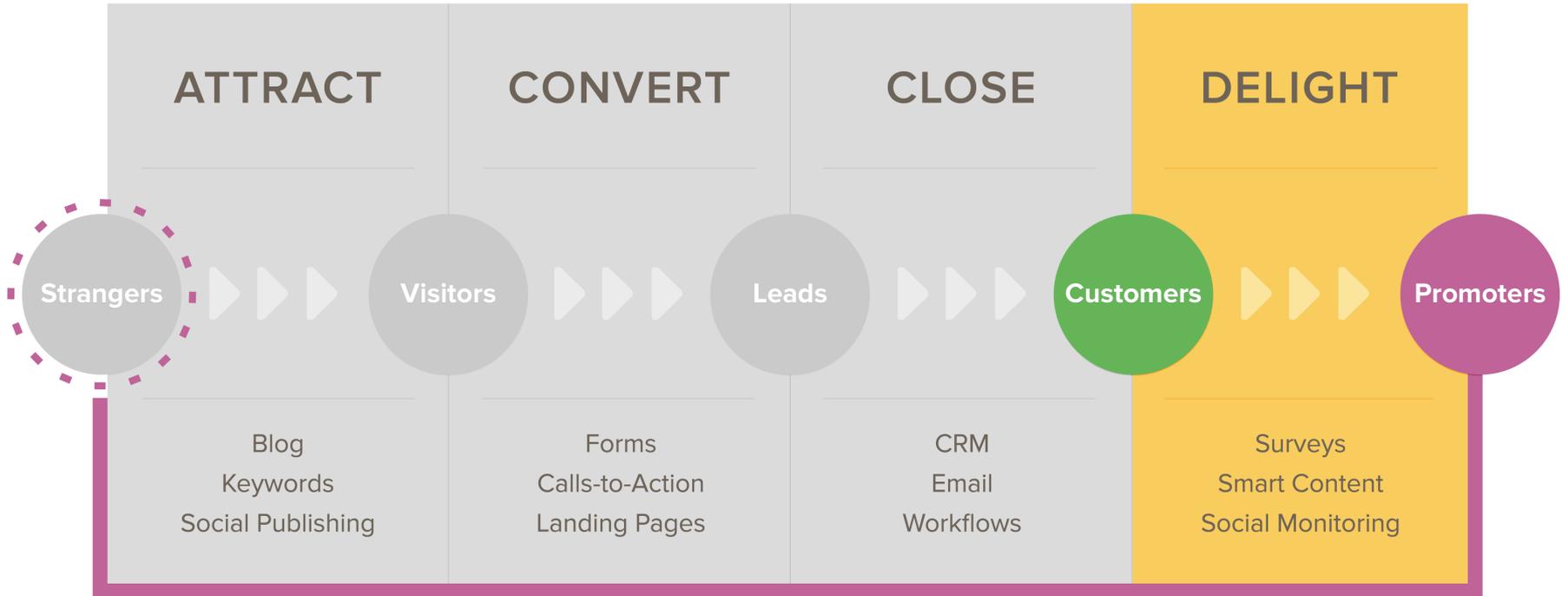
A large, bold, orange number '1' is positioned on the left side of the slide, serving as a section marker.

WHY CUSTOMER DELIGHT IS SO IMPORTANT

Inbound Methodology



Inbound Methodology





Most businesses spend the majority of their money and time on acquiring customers.

BRINE



oysters • crudo • chops
Newburyport, MA





← The best table.

A large, bold, orange percentage symbol '8%' is centered on the left side of the slide. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

of companies surveyed said they currently provide a
'very integrated' customer experience.

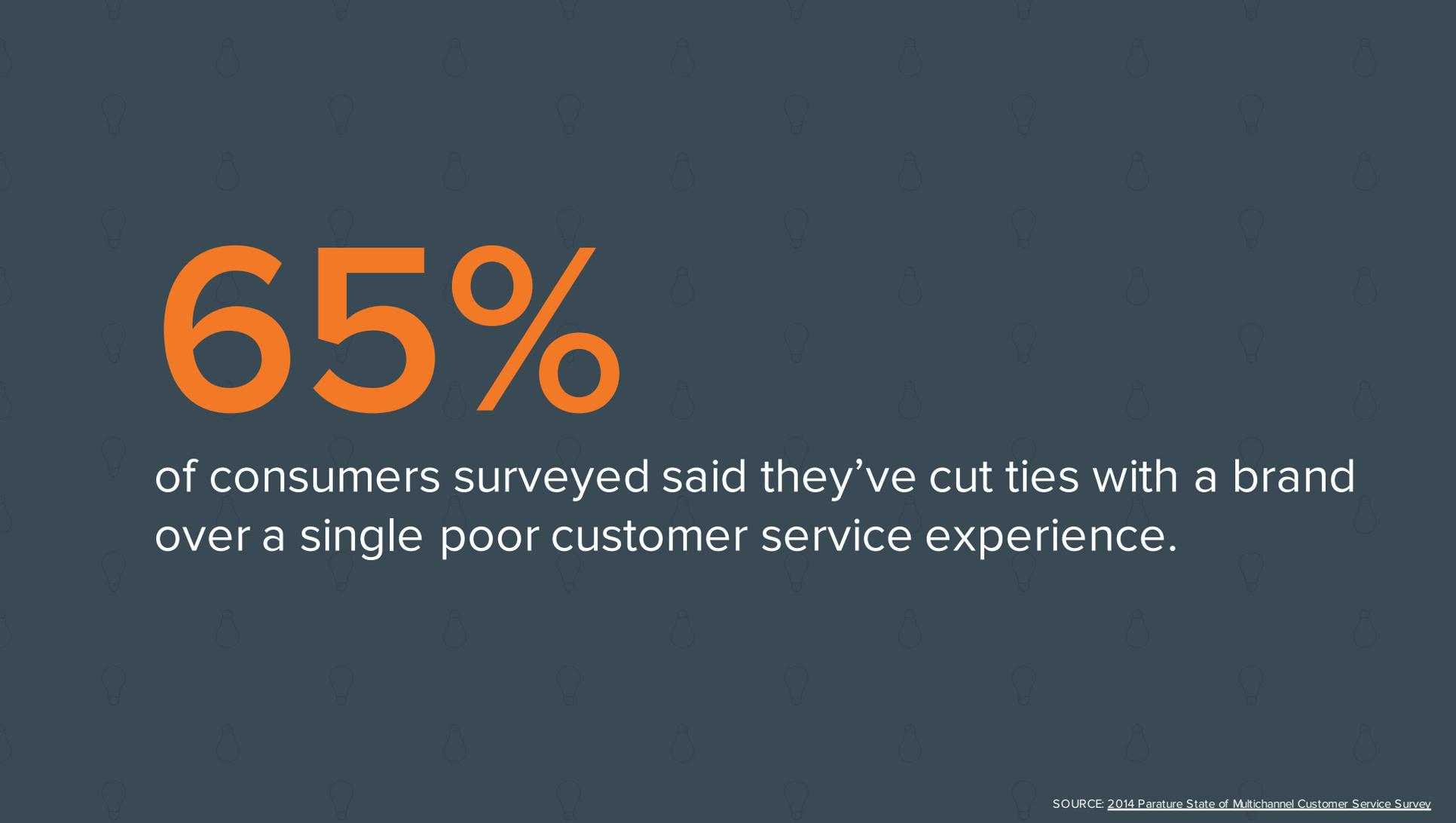
“Customer service shouldn’t just be a department, it should be the **entire company.**”

- Tony Hsieh, CEO of Zappos

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

58%

of companies say they are just now developing a strategy for delivering an integrated customer experience.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

65%

of consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

“Customer Experience is the new marketing. If you don’t have a passionate, committed executive leadership team ... you won’t get out of the gate unless you have that. It’s the most important thing we do. We have the most demanding customers on the planet. Customer Experience better be at the top of your list when it comes to priorities in your organization.”

- Steve Cannon, President & CEO of Mercedes-Benz USA



2 HOW TO DELIGHT YOUR CUSTOMERS.

Building trust
is core to
customer delight.



Customer delight is not just a post-sale activity.

Delight should be a priority both pre- and post-sale. Trust can be built at every interaction.



THE THREE PILLARS OF DELIGHT

- 1 Innovation
- 2 Communication
- 3 Education

INNOVATION

**Change is better than the status quo.
Innovate to serve people with the right products.**

COMMUNICATION

Personal is better than impersonal.
Communicate to help people.

EDUCATION

Empowering is better than ignoring.
Educate people to grow their knowledge.

‘It’s **everyone’s job** to delight customers.’

@MarkKilens



“If we all have a shared and beneficial outcome in serving our customer, we have a unified place where all our interests converge. Success is not defined by our own personal and business line goals; **success is in the eyes of the customer.**”

- General John E. Michel

The customer's
experience is
formed by
every interaction.



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82%

of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.

THE CUSTOMER DELIGHT CHECKLIST

- Solve problems
- Provide recommendations
- Be yourself

Team members should be problem solvers.





3 THE SEVEN CUSTOMER DELIGHT GUIDELINES.

WHEN SHOULD YOU START TO FOCUS ON BUILDING TRUST WITH PEOPLE?

- A. From the very first moment someone interacts with your business
- B. From the moment they become a customer
- C. At the beginning of the sales process
- D. After they have used your product or service

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THE SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delighting team members
- 2 Educating team members
- 3 Empowering team members
- 4 Listening
- 5 Asking
- 6 Serving
- 7 Following up



“Customers will never
love a company until the
employees love it first.”

-Simon Sinek

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Your hiring methodology
is critical to delighting
your customers.

CREATE A HIRING METHODOLOGY

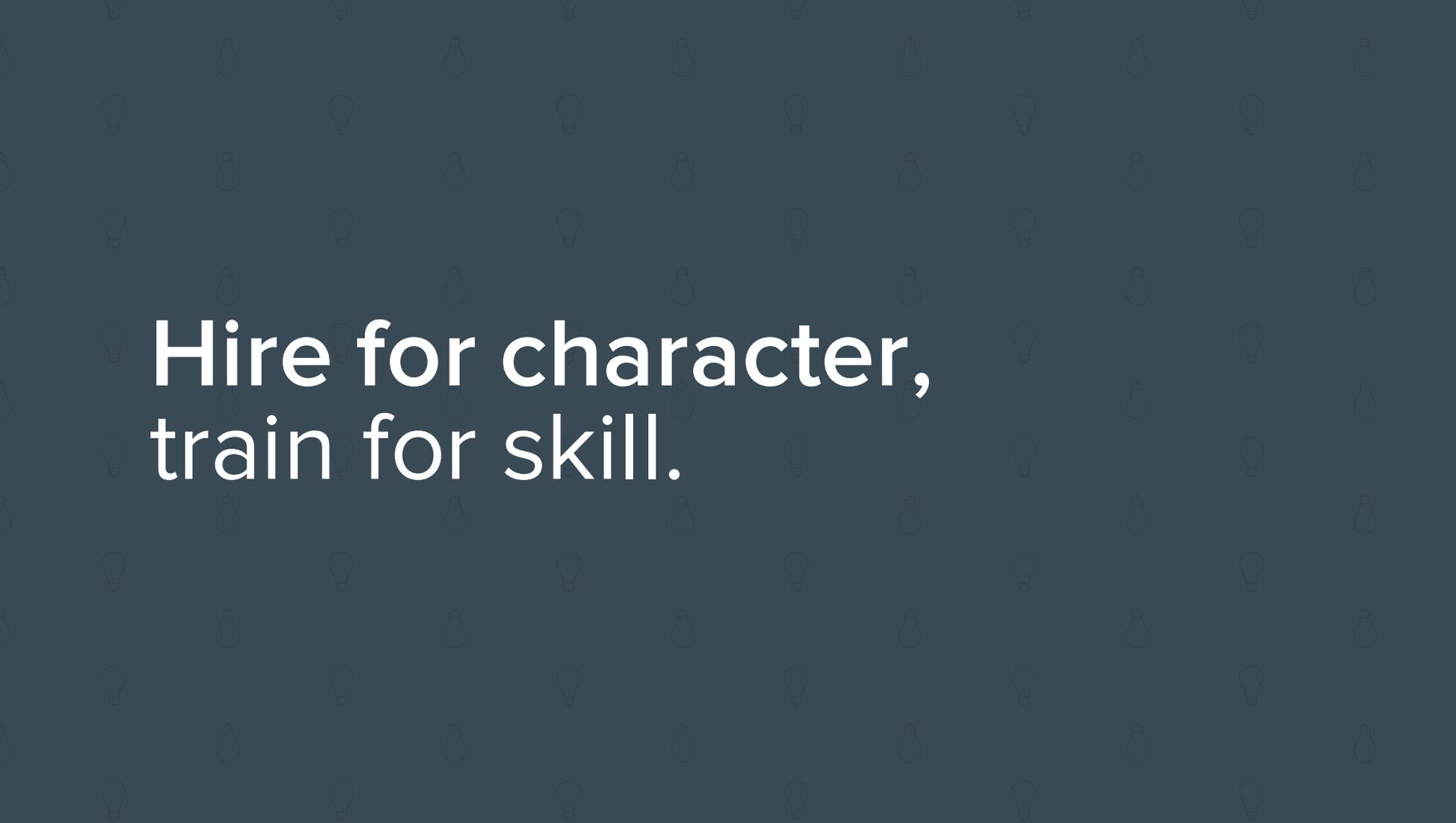
- Skills
- Culture fit
- Beliefs
- Experience
- Ideas





Test for Culture Fit

Create a set of culture-specific interview questions, have the interviewee meet with multiple people, and create pre-hire culture immersion experiences.



**Hire for character,
train for skill.**

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Every small interaction makes a difference,
because they create the **larger experience.**



HOW YOU CAN EDUCATE TEAM MEMBERS

- Team members should be using your product or service
- Implement a new hire training program
- Develop on-going training programs
- Educate them by doing, not by way of lecture or presentation
- Share stories of what great customer service resembles
- Share examples of what solving for the customer looks like
- Everyone at your business should be educating other team members



Mercedes Benz invited all of their 23,000 team members to drive their cars and attend immersion sessions to learn about the company's history and manufacturing.

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Develop **principles** that your team members live by.

Principles create autonomy and empower people to make decisions on their own.

HUBSPOT ACADEMY PRINCIPLES

- Execute with excellence
- Educate with passion
- Create a consistent learning experience
- Seek out company-wide collaboration
- Provide outstanding customer service
- Always be learning
- Never settle
- * Stay weird

Let the **personalities** of your team members shine through.

You hired them correctly, so set them free.



A group of five diverse people are captured in a moment of pure joy and celebration. They are jumping and posing on a balcony with a metal railing. The background shows a city street with brick buildings and power lines. The scene is bright and energetic, with the people dressed in casual to business-casual attire. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text.

Your team members are
the face of your business.

MAGIC MOMENTS

happen when team members exceed expectations by going above and beyond a typical recommendation.





Steven Howe

@StevenHowe



@wistia yeah, I was looking for a quick/budget way into your #GoProWeek but might have to wait for Santa instead!

4:18 PM - 17 Nov 2014



Steven Howe retweeted

WISTIA @wistia · Nov 25

.@StevenHowe Hey Steven! We've got a little message for ya: home.wistia.com/medias/6ve0ek6... #GoProWeek

WISTIA



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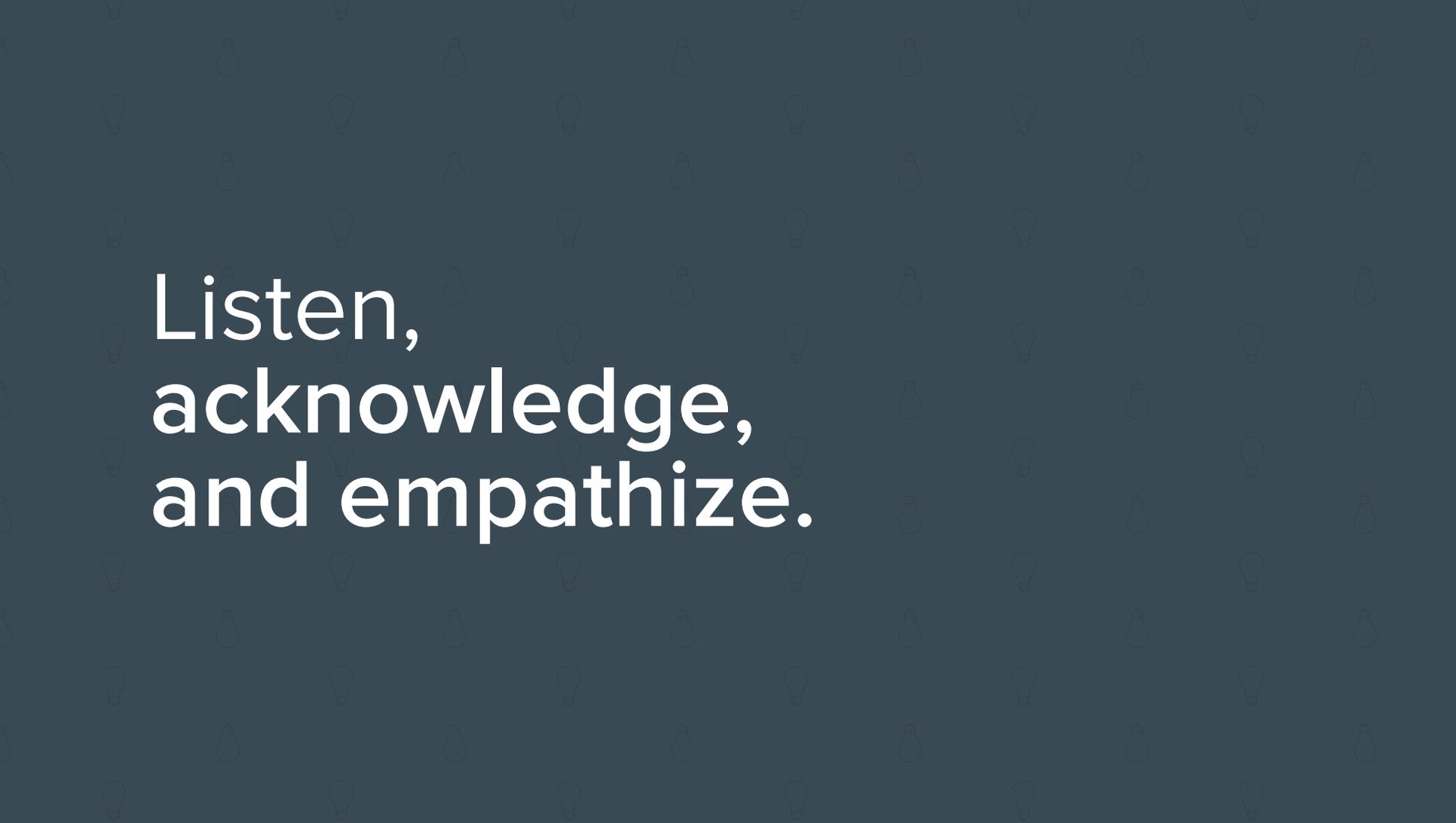
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**Silence is
your friend.**

Follow the 80/20 rule.





Listen,
acknowledge,
and empathize.

USE SOCIAL MONITORING AS A LISTENING TOOL

@HubSpot Mentions [Edit](#)

Using your @HubSpot Twitter account

 G2 Crowd @G2Crowd FOLLOWS YOU		See how @Marketo @HubSpot @pardot @eloqua @actonsoftware & more rank based on crowdsourced reviews: ow.ly/nsgdy	53 secs	
 Rob O'Shea @robosheauk		SlideShare Launches New Infographic Capabilities, and Other Inbound Stories of the Week buff.ly/17Qymbw via @hubspot	1 min	
 Electric Light, LLC @electriclightim FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board blog.hubspot.com/patty-mccord-w... via @hubspot	2 mins	
 Jeffrey Obront @JOBront FOLLOWS YOU		The History of SEO by @HubSpot on @slideshare slideshare.net/HubSpot/hub-sp...	3 mins	
 The Data Octopus @TheDataOctopus		Ever wondered what the history of advertising looks like? This slideshow from @Hubspot presents it rather well! ow.ly/nspdm	6 mins	
 Susanna Hellden @susannahellden		@HubSpot Thanks for this... an impressive 472-pages long doc and great read all the way through! ☐	6 mins	
 Julie Murphy @indaba360 FOLLOWS YOU		My in-flight reading today includes Creating Killer Content per @HubSpot bit.ly/13Kox1f	7 mins	
 robgo @robgo FOLLOWS YOU		Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot disq.us/8edmt6	8 mins	

Customers talking about HubSpot [Edit](#)

Monitoring 16,396 contacts using your @J_D_Sherman Twitter account

 Mike Champion @graysky FOLLOWS YOU		RT @robgo: Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot disq.us/8edmt6	2 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		RT @bigeasy_wbd: The #HubSpot Marketplace doesn't allow us to offer our beard-growing expertise, but we offer writing & CTA services: http://t.co/AgRgS9UAi0	14 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		Just in time for #inbound13! Wild Boy services now listed in the #HubSpot Marketplace: ow.ly/nqJNi	24 mins	
 Ken Steven @GrowthTrendKen		How to Create Marketing That's Actually Helpful [Printable Checklist] blog.hubspot.com/create-marketi... via @hubspot	26 mins	
 Susan Tucker @GetSusanMktg		#Gmail's new inbox and what it could mean for marketers via HubSpot. Have you noticed a difference in your open... fb.me/6oEndWm9b	30 mins	
 David Salvo @DTSalvo FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board hub.am/17R8A6P	32 mins	
 FACE LIFT @faceliftdesigns		RT @hubspot: Companies that A/B test their inbound campaigns are 75% more likely to report measurable ROI. Source: hub.am/16uymfW	40 mins	

A close-up photograph of a wooden measuring tape with a metal fastener, resting on a dark wooden surface. The tape is coiled and shows markings in inches and centimeters. The text 'MADE IN ENGLAND' is visible on the tape. The lighting is dramatic, highlighting the texture of the wood and the grain of the tape.

Measure and track all interactions.

This will help you improve the
customer experience.

Why **data**?

Data improves how you execute the pillars of delight and ensures you're always challenging the status quo.

Try it out with one of these tools:

1. hively.co
2. temper.io



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Go exploring with customers.

Ask questions to learn more about their problem or goal.





Pay attention to verbal and non-verbal **communication.**

Facial expressions, vocal rhythm, and body language will help you better understand the person's problem or question.

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A photograph of two hands, one from the top left and one from the bottom right, reaching towards each other. The hands are light-skinned and appear to be of different people. The background is a solid, light blue color. The hands are positioned as if they are about to shake or are in a gesture of offering or service.

Your priority should be to serve people.

Serve your website visitors, leads, customers, promoters – and most importantly, your team members.



Everyone at your business should be able to identify a customer by their **persona**.



“The businesses who are the best educators **will be the most successful.**”

@MarkKilens

Serve, delight, and educate with **content**.

Companies who excel at educational content:

- Apple: In-person and online
- Home Depot: In-person and online
- Whole Foods: In-person and online
- Williams-Sonoma: Online
- Wistia: Online

WILLIAMS-SONOMA

WILLIAMS-SONOMA

inspiring cooks everywhere

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A WORLD OF INSPIRATION

This month we're turning to bold Asian flavors to bring winter meals to life. From spicy noodle dishes to savory dumplings made from scratch, these fresh new ideas will warm up the kitchen.

[See Recipes](#)

HOME DEPOT



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 **FAMILY VALENTINE'S DAY HEART BOX WORKSHOP**

 **PINTEREST: SMALL SPACES, BIG IMPACT**

TOP DIY CATEGORIES



HUBSPOT CUSTOMER STORIES

How We Get Our Inbound Campaigns Organized and in Motion [Customer Story]

by [Oscar Quiroga](#)

🕒 August 20, 2014 at 12:00 PM

Creating content can be difficult, but what I've found to be most challenging is getting started - specifically mapping out my content and turning it into a cohesive campaign.

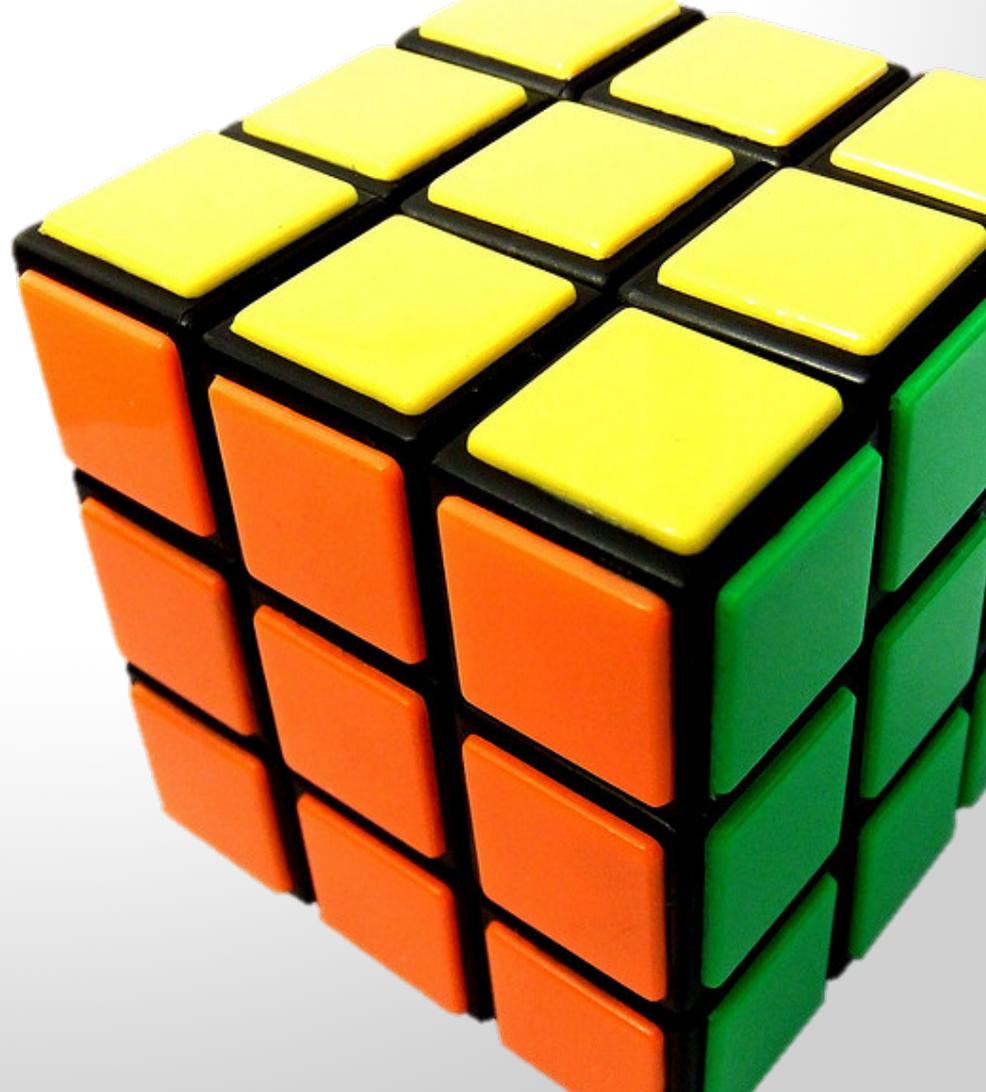
I needed a mechanism to help me strategically organize the content my team needed to build. Without it, I found it quite difficult to nail down the strategy and conceptualize it all!



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Resolve **all** of
their problems.



Be on time.

Set the right time expectations and
don't take longer than you promised.



USE RECIPROCITY

Respond to one positive action with another.



Use **email workflows** to follow-up with customers after they purchase.

Customer Nurturing

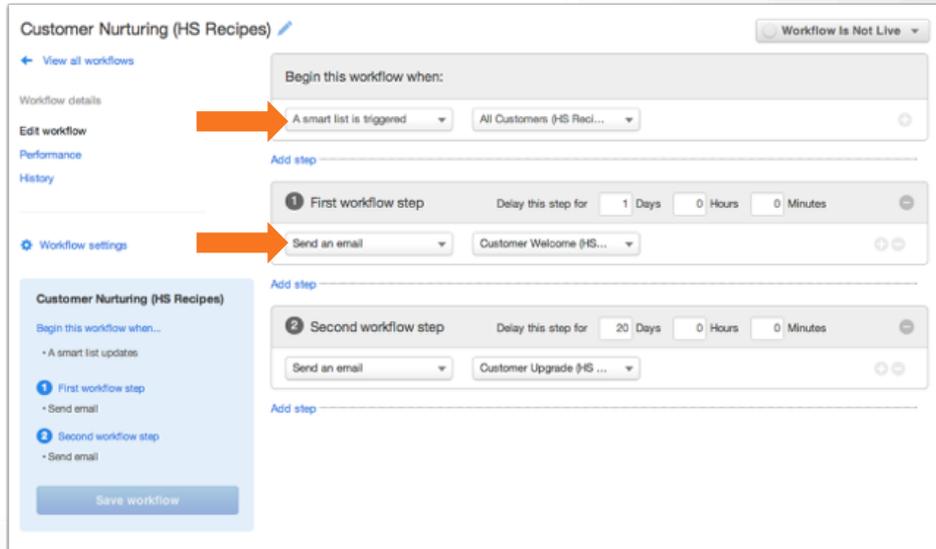
This recipe is designed to convert new Customers into more engaged members of your community.

 This list triggers the workflow, and groups all contacts who have Lifecycle Stage of a Customer.

 This email sends a welcome message to new Customers when they convert.

 This email sends a message to new Customers inviting them to upgrade or apply a discount or special offer.

 This workflow ties it all together, sending two emails in succession to the starting list of Customers.



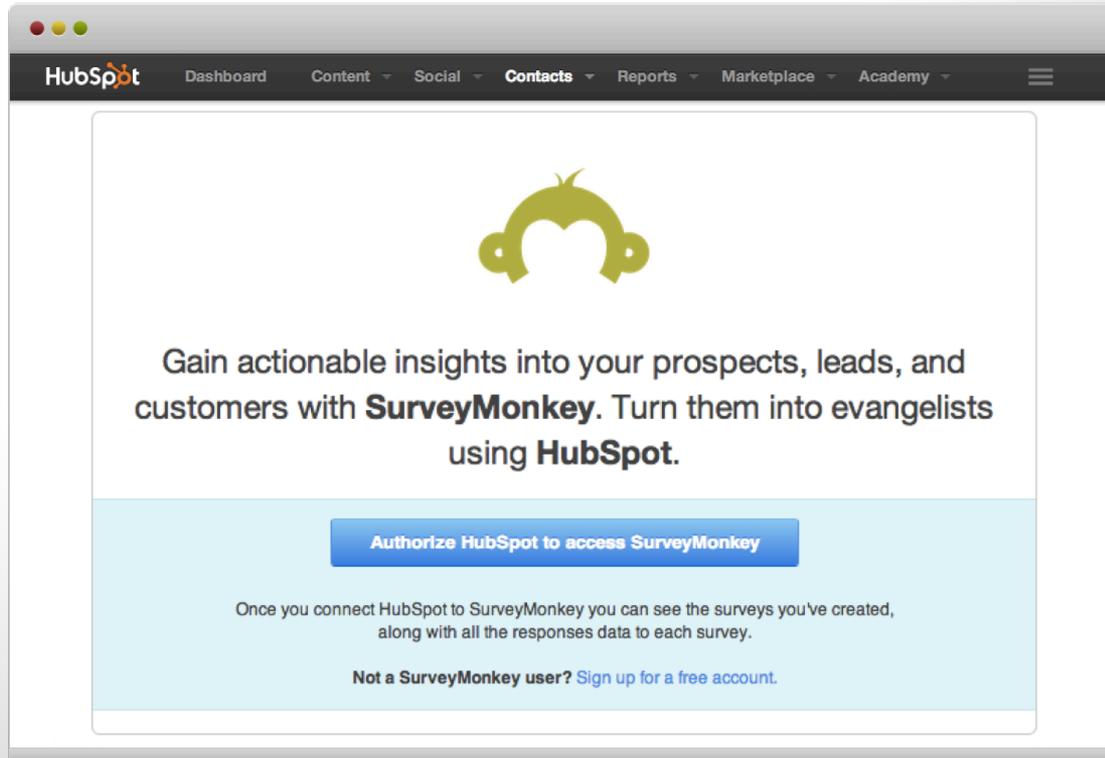
The screenshot displays the configuration for a workflow titled "Customer Nurturing (HS Recipes)". The interface includes a sidebar with navigation options: "View all workflows", "Edit workflow", "Performance", "History", and "Workflow settings". The main area shows the workflow configuration details:

- Begin this workflow when:** A smart list is triggered (selected), All Customers (HS Recl... (selected).
- First workflow step:** Send an email (selected), Customer Welcome (HS... (selected). Delay this step for: 1 Days, 0 Hours, 0 Minutes.
- Second workflow step:** Send an email (selected), Customer Upgrade (HS... (selected). Delay this step for: 20 Days, 0 Hours, 0 Minutes.

Buttons for "Add step" are visible between the steps. A "Save workflow" button is located at the bottom of the configuration area. A status indicator in the top right corner shows "Workflow is Not Live".

HUBSPOT & SURVEYMONKEY

- Net promoter score
- Buyer persona data
- Event feedback



It's not what you say, but
how you make them feel
that creates a lasting relationship.



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THANK YOU.

