Building the Customer Experience

Tori L. England, T.L. England Consulting

1/27/20

2020 Wisconsin Fresh Fruit & Vegetable Conference

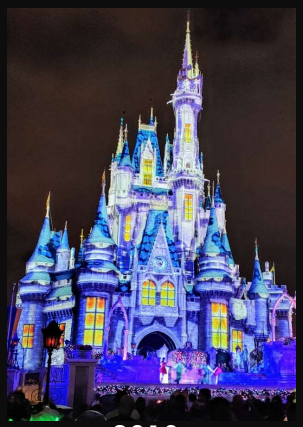
UW Extension

1

1999

2016

2017



2019

T.L. England Consulting

2

2

Recommended Reading

T.L. England Consulting 3

3

The Magic of…

1. Service
2. People
3. Setting

T.L. England Consulting 4

4

Service
T.L. England Consulting
5

5

Guestology
1. Who your guests are
Demographics
T.L. England Consulting
6

6

Guestology
2. What they expect from you
Needs
Wants
Stereotypes
Emotions
T.L. England Consulting
7

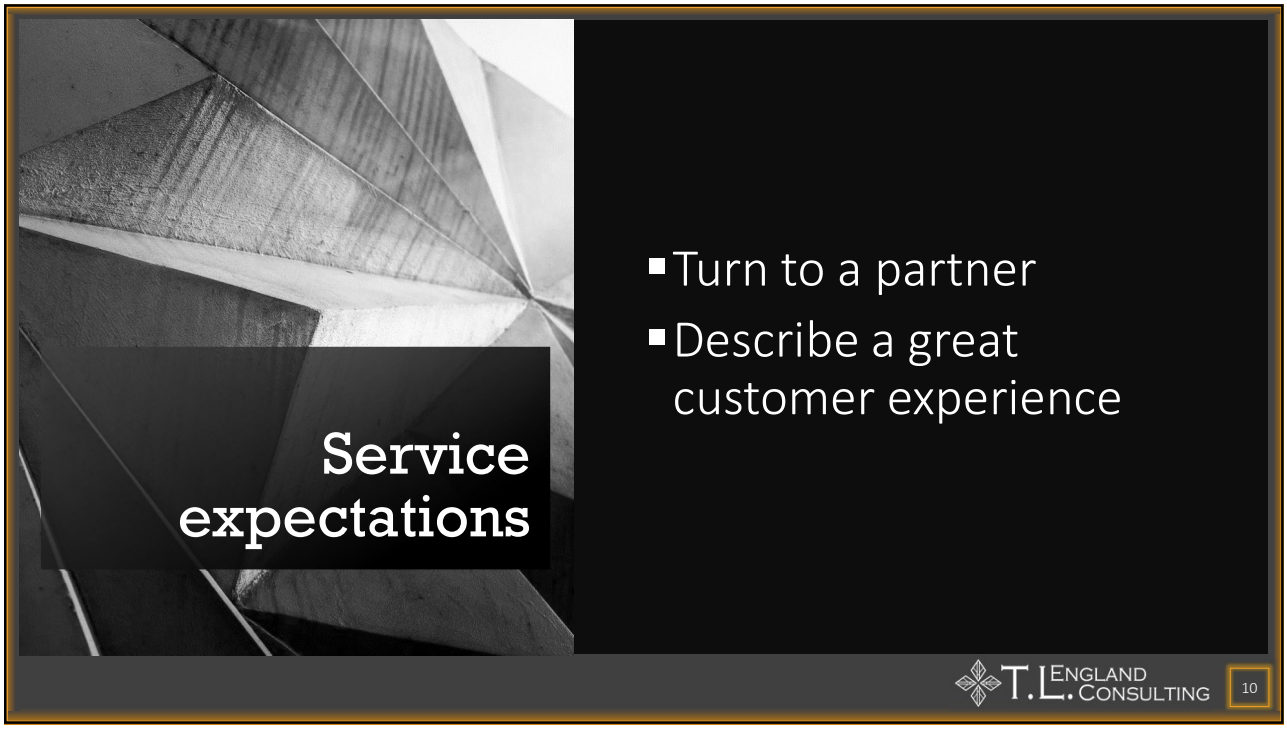
7

What city do you live in?
Go to
www.menti.com
Use code 40 29 52
T.L. England Consulting
8

8

People
T.L. England Consulting
9

9


Service expectations
Turn to a partner
Describe a great customer experience
T.L. England Consulting
10

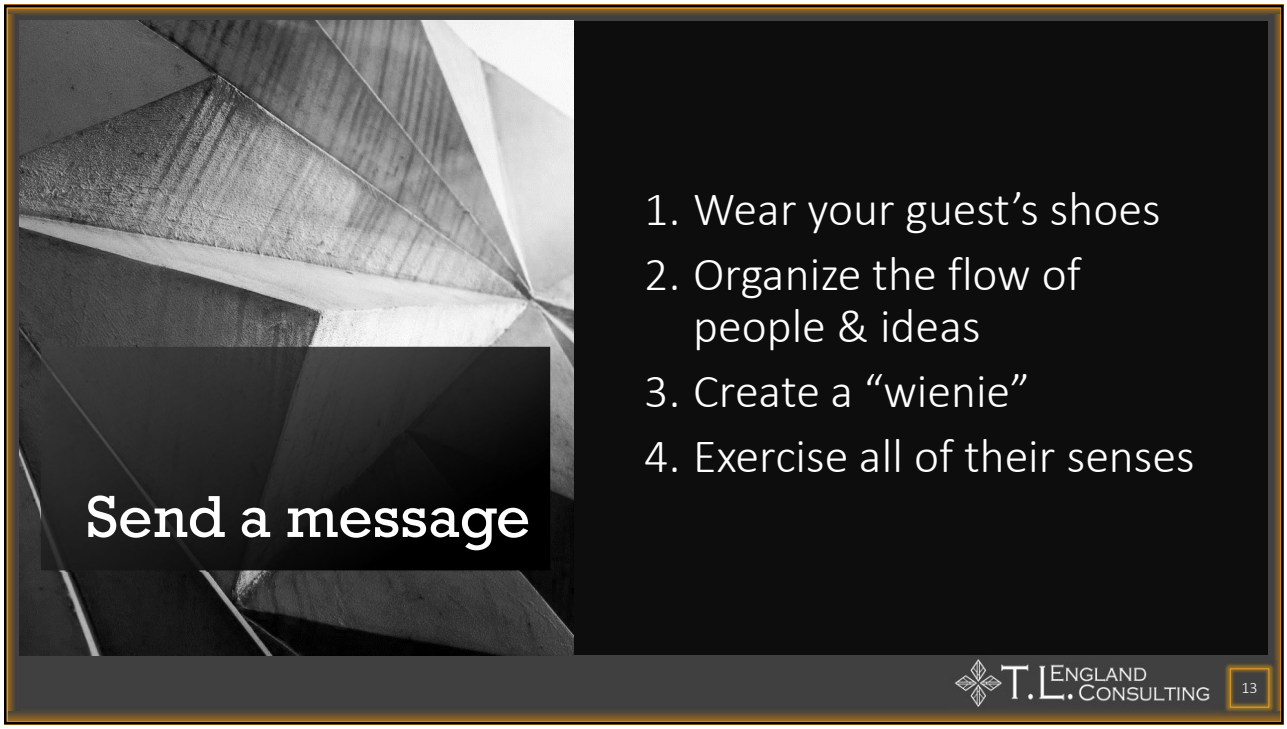
10

Culture-building
1. Keep it simple
2. Provide training & coaching
3. Solicit feedback & ideas from the team
4. Recognize & reward performance
T.L. England Consulting
11

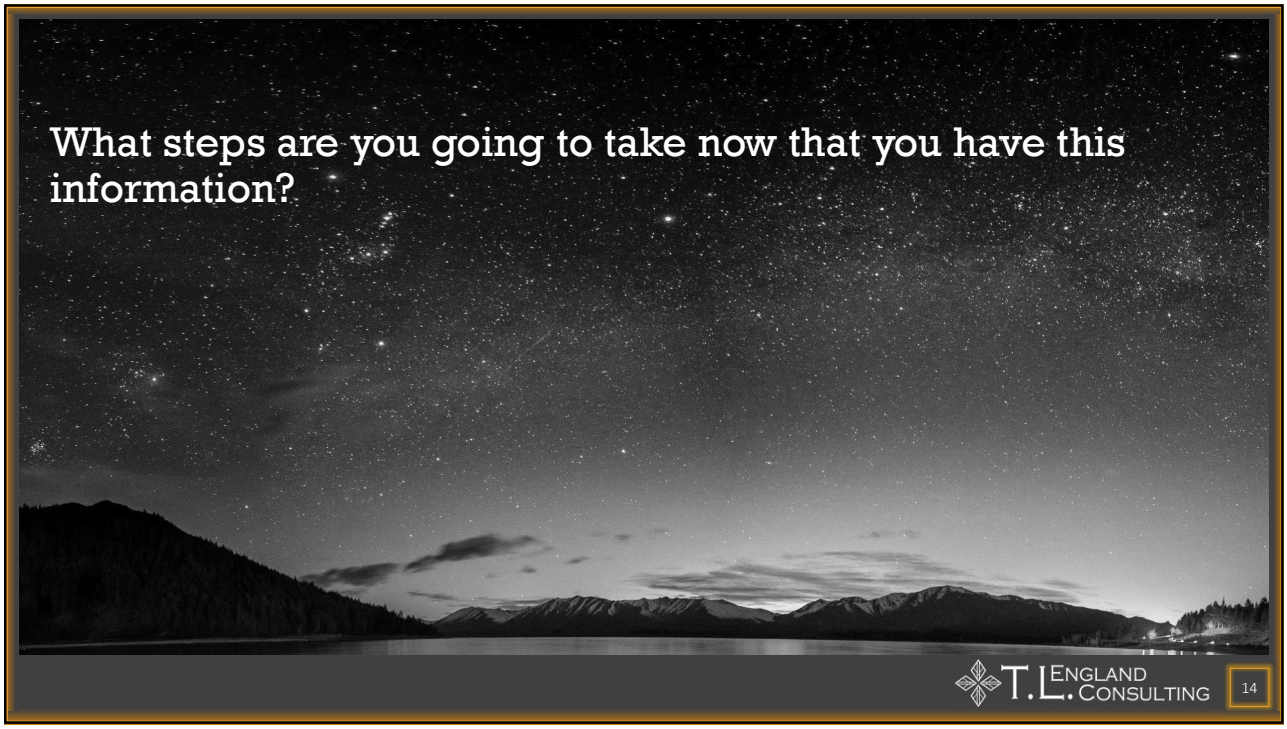
11

Setting
T.L. England Consulting
12

12


Send a message
1. Wear your guest's shoes
2. Organize the flow of people & ideas
3. Create a "wienie"
4. Exercise all of their senses
T.L. England Consulting
13

13


What steps are you going to take now that you have this information?
T.L. England Consulting
14

14

Thank you!

Tori L. England
Owner & Principal Consultant
T.L. England Consulting
- TLEnglandConsuling@gmail.com
- www.TLEnglandConsulting.com
- 773.531.6604

15