



latest word

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I've got a feeling

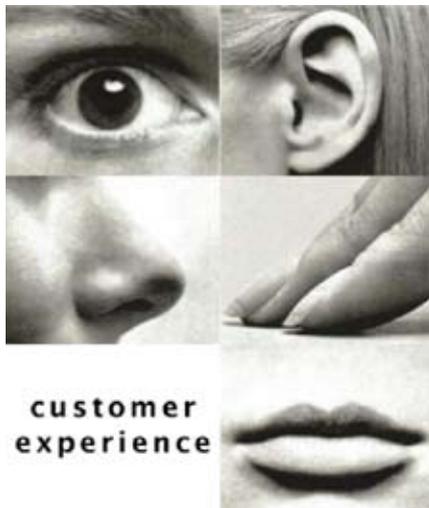
"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- ◆ What did you get for your Birthday last year?
- ◆ What did you get for Christmas last year?
- ◆ Can you remember?

The chances are that if you got a thing, some type of product, you may have difficulty remembering what it was. I hope they didn't spend too much on you.

Now, maybe somebody brought you

somewhere, such as a restaurant, a concert or sports event. Or maybe you received a spa treatment, a short holiday or something unusual like a helicopter trip. The chances are you may remember these more easily because people naturally remember experiences more than things.



Now let's consider your last very positive and very negative customer experience. Did you tell anybody about the experience? If it was negative, the chances are you're still telling people about it. When was the last time you were wow-ed? (That means you actually said WOW).

So if customers remember experiences, what experience are they having with your business?

- ◆ Is it very positive?
- ◆ Is it very negative?
- ◆ Is it unremarkable? Forgettable?
- ◆ Do you know?

Most of our Framework Financial clients are Business Owner/Managers but if you are employed, what experience is your one client (i.e. your employer) getting?

So next questions

How does your client's experience of doing business with you impact on:

- ◆ Your client retention?
- ◆ Your client referrals?
- ◆ Your client spend?
- ◆ Your profitability?
- ◆ Your income?
- ◆ Your financial security?
- ◆ Your lifestyle after retirement?

It's a competitive environment, and if you are not remarkable, chances are you are forgettable and that essentially means vulnerable.

The good news is that there is not an industry in Ireland that doesn't offer a good (if not great) opportunity to differentiate them by being remarkable!!

Imagination helps but it's largely down to a relentless passion and effort.

So what makes up the client experience? Unfortunately, the answer is everything. Initial impressions, premises, website, response to enquiries, speed of response, friendliness of staff, level of professionalism, exceed expectations, follow up, how innovative or different your service is, how you deal with problems it's everything.

The good news is that one person knows the answer, and that is your customer.

Listen to one, listen to two, listen to three and keep listening. Fergal Quinn and Superquinn have turned that into a fine art form.

If you desire a successful business and all that that can bring. Begin to consider and reconsider not what you sell, not your service offering but, the experience you provide, and how you make your customer feel.

Get it right and they won't forget you.



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

Contributions to our monthly Framework Financial Newsletter are made from our Business & Professional Development Expert, John Byrne. (Email : john@mindcoach.ie Phone or Text: 086 8116101)

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framework financial:

Unit Ab1, Centrepont House, Rosemount Business Park, Blanchardstown, Dublin 15
Phone: 01 - 8829938 Fax: 01 - 8829772 Email: info@fwf.ie
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