

Impeccability: How to Create Remarkable Customer Experiences, Raving Fans & Increased Profits

Q: What do *Nordstrom*, *Starbucks*, *Google*, and *Apple* all have in common?

A: Impeccable corporate culture that translates into remarkable customer experiences, raving fans and profitability.

Google simplified search and today its sites account for approximately 40% of the world's Internet traffic. Apple's products, retail establishments and customer experience all draw rave reviews and the company continues to increase market share. In fact, Apple posted record revenue of \$74.6 billion for the first fiscal quarter of 2015. Starbucks is so committed to its patrons that in late 2010, it enacted a policy prohibiting baristas from creating more than two drinks at a time (only starting a second one while finishing the first). And Nordstrom has become the benchmark by which other companies measure themselves. It's not unusual to hear a business owner say, "We aspire to be the *Nordstrom* of the _____ business."

Do you know what distinguishes your business from all of your competitors? Do you know what THE differentiator is today?

The secret to capturing market share lies in how impeccable your customer experience is ... consistently.

In this session we will explore what impeccability means to your customer service culture ... and how to create it.

This session will appeal to you if:

- ✓ It's important to get more repeat and referral business without increasing your costs
- ✓ You're growing your team, but fear that doing so could dilute the very customer experience that made you successful in the first place
- ✓ You know that leaving your firm's customer experience to *chance* isn't going to work and prefer to *design* it with intention

From this interactive presentation, you'll walk away with:

- ✓ A clear understanding of how impeccability is a cornerstone of business growth in 2015 and beyond
- ✓ Fresh action items to create impeccable customer experiences tailored for you and your industry
- ✓ Your personal i-SAT (Impeccable Service Aptitude Test) score

About Steve Dorfman, Chief Customer Experience Officer

Since 2006, leaders have come to Steve for customer experience strategy, and to motivate, educate, engage, and develop staff with interactive trainings and continuous development programs that result in:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty

All of this – *as you might imagine* – translates into a strengthened culture and increased profits.

Before founding *Driven to Excel, Inc.*, Steve spent 11 years as a sales consultant for a luxury automaker. Yes, the car business ... not exactly an industry known for its remarkable service. Steve's unwavering commitment to impeccable client service helped him maintain a CSI (Customer Satisfaction Index) rating in the top 1% nationally ... while also earning "Salesman of the Year" 7 years in a row. 70% of his sales came through repeat and referral business, (compared to an industry average of less than 10%).

Before the car business, Steve spent 8 rapid-growth years in the hospitality industry. Today, he also hosts the *We Mean Business!* TV show (www.WeMeanBiz.tv) and has conducted more than 85 interviews with thought leaders, top executives and bestselling authors.



DRIVEN *to* EXCEL
Engineering the Customer Experience

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