



## Module # 910

# Remarkable Client Experience RiCE

*“You wont believe what my XXXX just did for me”*

<b>What?</b>	<b><i>A deliberate systematic choreographed ‘experience’ that you give a client. So REMARKABLE the client feels they MUST tell others. Their story would hold attention at a dinner party.</i></b>
<b>When?</b>	<ol style="list-style-type: none"> <li><b>1. Pre purchase phase</b></li> <li><b>2. During the deliver phase</b></li> <li><b>3. Immediately after the delivery of service</b></li> <li><b>4. Ongoing</b></li> </ol>
<b>Why important?</b>	<ul style="list-style-type: none"> <li>• Prospects believe existing clients more than you</li> <li>• RCE turns clients into an unpaid sales force</li> <li>• Can be very cheap to execute, just requires imagination</li> <li>• Creates incredible client loyalty</li> <li>• Referrals come to you with LOWER price resistance</li> <li>• Can charge a premium – which allows you to provide a better service</li> <li>• Creates incredible satisfaction as a business owner</li> <li>• Get incredible testimonials</li> <li>• Birds of a feather flock together: A grade clients know other A grade friends</li> <li>• Remarkable ‘experiences’ are <i>emotional</i>.</li> <li>• Emotional experiences have no correlation to your cost or effort eg personal thank you card might cost a couple of dollars but generate thousands of dollars in extra business</li> <li>• <i>Needs to be unique, not expected</i> – if others doing it then fails</li> <li>• Surprise is a very powerful and easy emotion to engage</li> <li>• Not a hygiene factor – ie good food at a restaurant is expected, if it was poor it would be a reasons for not returning</li> <li>• Personal stuff works better than professional, additions to the core product don’t get the same credit eg rather than 10% discount (where the business benefits) people give you more emotional brownie points for a personal gift (where the individual benefits).</li> </ul>
<b>Examples</b>	<ul style="list-style-type: none"> <li>• Purple cow</li> <li>• Tirohana Winery</li> <li>• <b>Pike Place Fish Market - Seattle</b></li> <li>• Chef’s restaurant –Fiji</li> <li>• London Hotel “hello Mr. Petrie”</li> <li>• Disneyland – white picket fence</li> <li>• Gardiner - tree protection mission, gift tree with recommendation of where to plant it</li> <li>• Johnny the Bagger bag packer at supermarket –thought for the day</li> </ul>

## Choreographing A Remarkable Client Experience

*'Something worthy of re-marking about'*

<p>What do you want your clients to FEEL</p> <p><i>This was the best experience we have ever had</i></p>					
<p>What do you want your clients THINK</p> <p><i>This is the best experience we have ever had</i></p>					
<p>What do you want your clients SAY</p> <p><i>"You wont believe what this restaurant did"</i></p> <p><i>"You have GOT to go to Tirohana"</i></p>					
<p><b>"Remarkable" Emotional Experience Choreography Plan</b></p>					
when	#1	#2	#3	#4	#5
1. Pre purchase experience	Greeted by waiters at someone else's hotel	Driven in truck and given the history	Greeted by owner at restaurant door	Wine tasting with story telling (passionate)	
2. Delivery of product/service experience	Ambiance	Free bottle of the \$200 wine for 10 <sup>th</sup> wedding anniversary	Free Baileys		
3. Post sale experience	Shake hands apon leaving with waiters and owner	Driven back to hotel	Shake hands at Hotel		
4. Ongoing experience	Newsletters	Gifts sent for birthdays anniversaries			

## Choreographing A Remarkable Client Experience

<b>What do you want your clients DO/Say</b>					
<b>What do you want your clients THINK</b>					
<b>What do you want your clients to FEEL</b>					
<b>“Remarkable” Emotional Experience Choreography Plan</b>					
	#1	#2	#3	#4	#5
5. Pre purchase experience					
6. Delivery of product/service experience					
7. Immediately after the sale experience					
8. Ongoing experience					

Look for LOW effort HIGH reward activities – there is not much of a correlation between the effort/expense and the reward eg a birthday card might carry the same weight as a \$100 gift