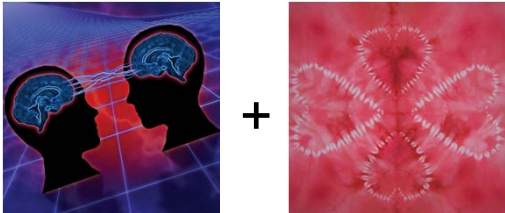


Create Intentional Experiences



The slide features a blue header with the text "Create Intentional Experiences". Below the header, there are two square images. The left image shows two black silhouettes of human heads facing each other, with glowing blue brains inside. Lines connect the brains, suggesting a connection or exchange of ideas. The right image is a red, fractal-like pattern with intricate, repeating geometric shapes.

You Are Invited To

- View your organization through the eyes of the customer
- Bring in new energy into what you are doing
- Make consistent decisions aligned with creating extraordinary customer experiences
- Reconnect with your passion
- Identify what you can do now

Satisfaction → Loyalty

Satisfaction
performing tasks and functions at a high level of quality.

Loyalty
delivering a high level of quality and creating an emotionally rewarding experience that drives referrals.

Attributes of a Positive Customer Experiences

What the research says is needed

- * Intention
- * Supportive Sensory Aspects
- * Positive Emotions
- * Relationship
- * Connection

With Customer Experience Management


- * Intentionally Guiding the Customer Experience
- * Consistency
- * Satisfaction to Loyalty

The Science

Neuroscience

- * People respond emotionally first
- * Emotional language is universal
- * Happy customers come back and refer others
- * Employees feel empowered
- * Direction is clear
- * Internal barriers are eliminated


People Respond *Emotionally* First



Data Bits


Sight
Smell
Feel
Taste
Sound

Subconscious



Feelings
then Thoughts

Nobody Does it Like Disney




Reassurance

More than “Benefit” or “Value”

Once established, emotional connections are ...

- * Enduring
- * Go beyond meeting basic needs

How Do You People Want To Feel?



Just
three...

Identifying Emotions


Selection Criteria

- * Supports the emotional needs of your customers
- * Support the business strategy/brand of the organization
- * Differentiates the business/brand
- * Supports the emotional needs of employees
- * Supports emotional needs of stakeholders
- * Easy to understand and use

Sensory Elements Supporting Healing Example

	Comfortable	Understood	Connected	Strengthened	Renewed
Color	yellow	blue	orange	red	green
Aroma	lavender lemon marjoram	chamomile coriander sandalwood	cedarwood orange palmarosa	bergamot fir rosemary	frankincense geranium ylang ylang
Sound	slower tempo 'new age'	Native American flute	drumming	orchestrated heroic music	singing bowls
Texture	wool cotton	human touch	wood	metals	earth
Taste	pineapple comfort foods	apples	bread	protein ginger	water

Journey Map Application



Choose one aspect to focus on today.

Aspects of the Experience

<p style="text-align: center;">Perception</p> <p><i>What creates the expectation of the experience?</i></p>	<p style="text-align: center;">Interaction</p> <p><i>What happens within the experience?</i></p>	<p style="text-align: center;">Reflection</p> <p><i>What triggers create recall of the experience?</i></p>
--	---	---

Experience Aspects – Journey Map

<p style="text-align: center;">Perception</p> <ul style="list-style-type: none">• Word of Mouth• Advertising• Prior Visit• Registration or Scheduling• Website	<p style="text-align: center;">Interaction</p> <ul style="list-style-type: none">• Getting Prepared• Travel• Parking• Arrival• Finding their Way• Greeting• Waiting• Walk to Event or Session Area• Payment• Scheduling	<p style="text-align: center;">Reflection</p> <ul style="list-style-type: none">• Continued Marketing• Follow-Up• Credit Card Statement• Call to Office• Follow Up Questions/ Survey
---	---	---

The Process

- * Share your three emotions with others in your group
- * Pick one aspect of your customer's experience to explore today
- * Identify the touch points – brainstorm with others
- * Identify which of these touch points are delight opportunities and which points could be points of pain/service barriers based on your emotional targets
- * What can you do to make improvements? – brainstorm with others

Michele Bergh
763.633.9364
michele@beinspiredesign.com
Beinspiredesign.com
Beinspiredu.com