"Competition is Anyone the Customer Compares You With." - Tom Connellan

# Delighting Your Customer

- What is the Key Takeaway
  - Impact on Loyalty
  - Which Impacts Profitability
  - Which Impacts Team Retention
  - Which Impacts Customer Delight
- Impact of Moving Customers
  - Greater Customer Retention
  - Increased Profitability
  - Better Referrals
  - Reduced Advertising and Marketing Costs
- What Are the Two Key Variables
  - Outcome
  - Process
- Why We Don't Want Satisfaction
  - What Happens When You Are Satisfied
  - What Happens When You Are Delighted
- Customer Service Pyramid
  - Where Do You Stand Now
  - What Level Do You Aspire To
- How Do We Delight the Right Customer
  - Know Expectations
  - Set Expectations When Necessary
  - Small Things
  - Surprises

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