

How A Remarkable Customer Experience Can Be Your Best Sales & Marketing Strategy

GET MORE PEOPLE TALKING ABOUT YOUR LIBRARY



Dan Gingiss
Chief Experience Officer
The Experience Maker, LLC



FACT:

More than

6,000,000

**blog posts are
published on the
Internet every
single day.**

Source: internetlivestats.com

Image: Pixabay



FACT:

More than

500,000,000

tweets are sent
every single day.

Source: internetlivestats.com

Image: Pixabay



FACT:

More than

???

emails are sent
every single day.

258,881,961,600

Source: internetlivestats.com

Image: Pixabay



We don't need more
MARKETING

Image: Pixabay

We need more

EXPERIENCES



Image: Pixabay



Image: Pixabay



Image: Pixabay

What gets shared.



Image: Pixabay

**What
could
get
shared.**

30%
**Consumers who say they
would post a negative
review online or on social
media after a
bad experience.**



Source: The Sitel Group

**What
could
get
shared.**

49%

**Consumers who say they
would post a **positive**
review online or on social
media after a
good experience.**



Source: The Sitel Group

The BIG problem.

66%
consumers who say they
can't remember the last time
a brand exceeded their
expectations



Source: Acquia

The WISE Approach.

W

WITTY

I

IMMERSIVE

S

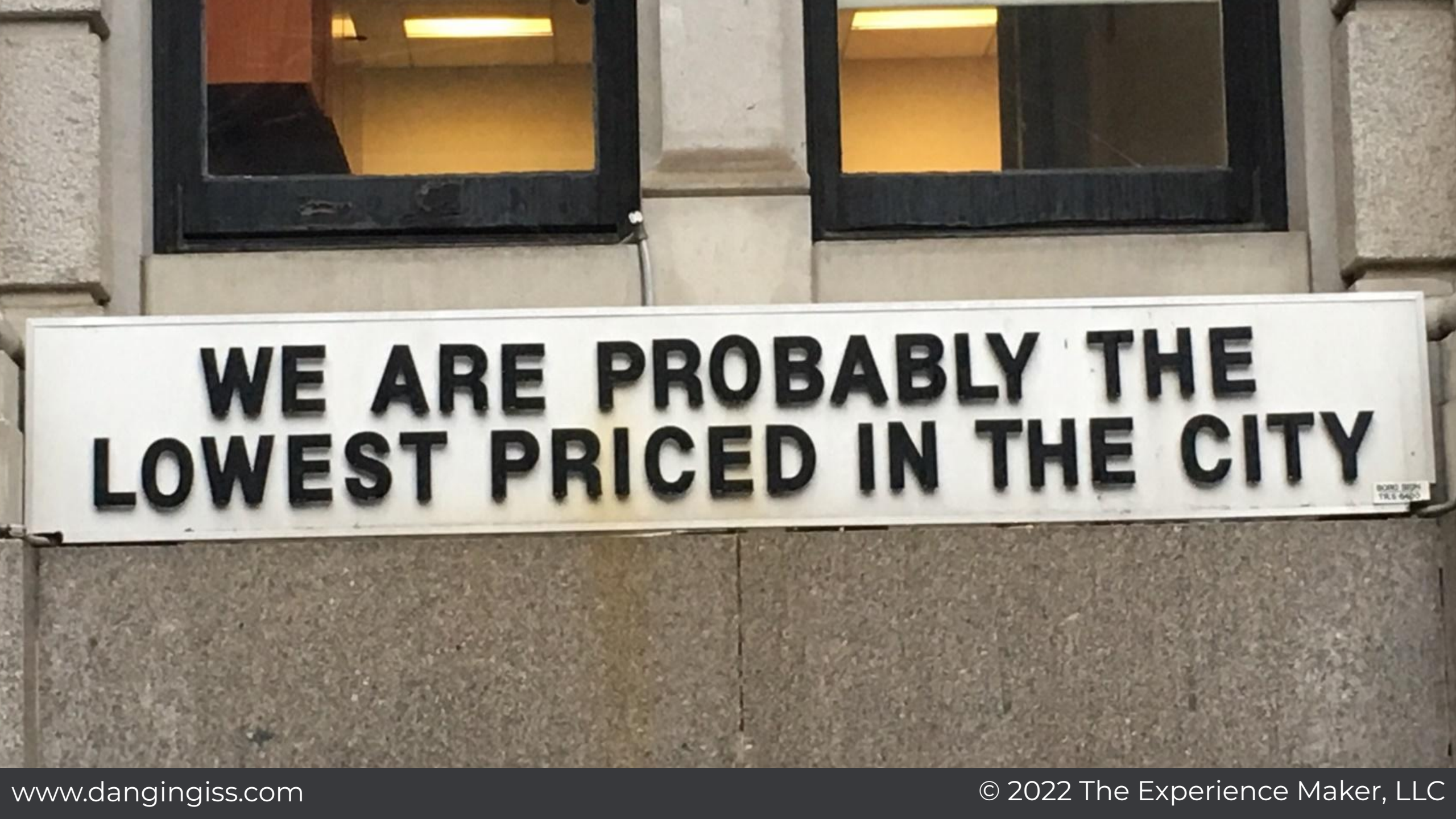
SHAREABLE

E

EXTRAORDINARY





A white rectangular sign with black, bold, sans-serif text is mounted on a grey stone wall. Above the sign are two square windows with black frames, showing a warm interior light. The sign's text is arranged in two lines. A small, illegible label is visible in the bottom right corner of the sign.

**WE ARE PROBABLY THE
LOWEST PRICED IN THE CITY**

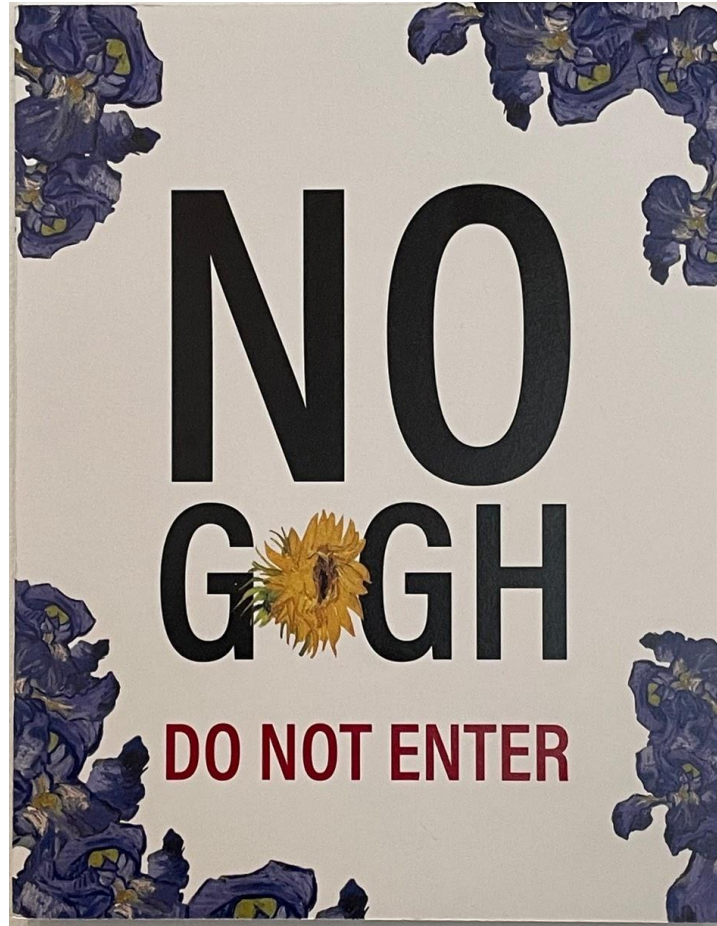
Louisville

Distilling great experiences





Image: Pixabay





Marshalls®





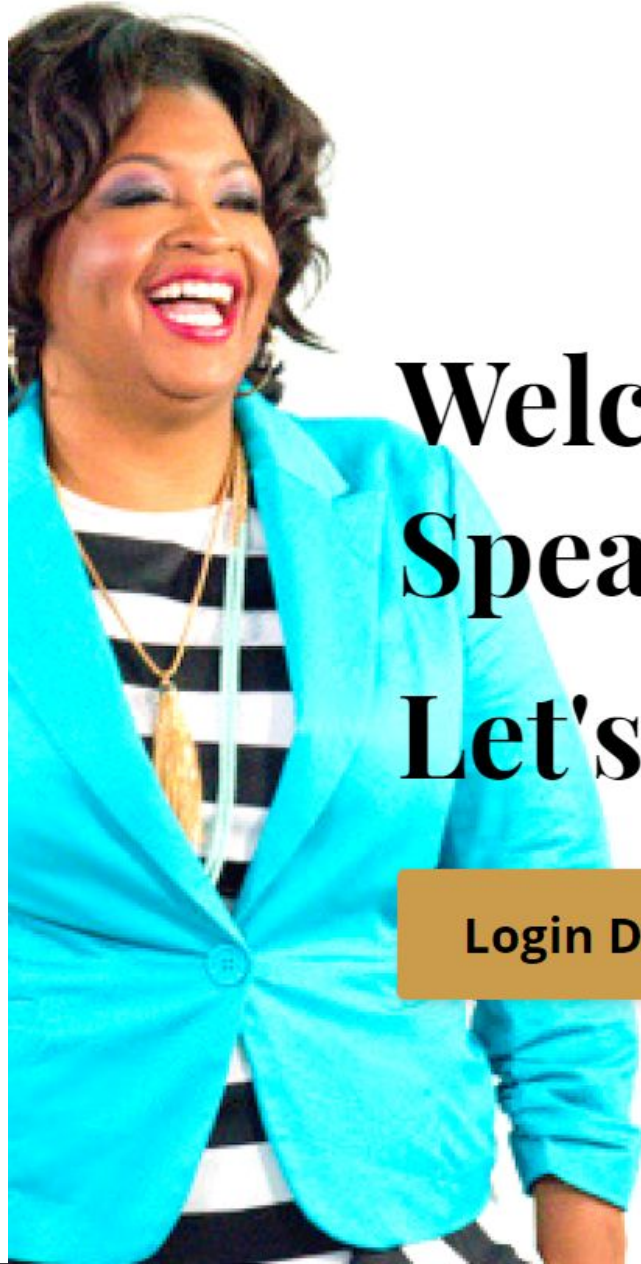
vs.



WE MAKE SEXY TEETH



Image: mintdentistry.com



**Welcome
Speakerpreneur
Let's do this!**

Login Darlin'

Image: Marquesa Pettway

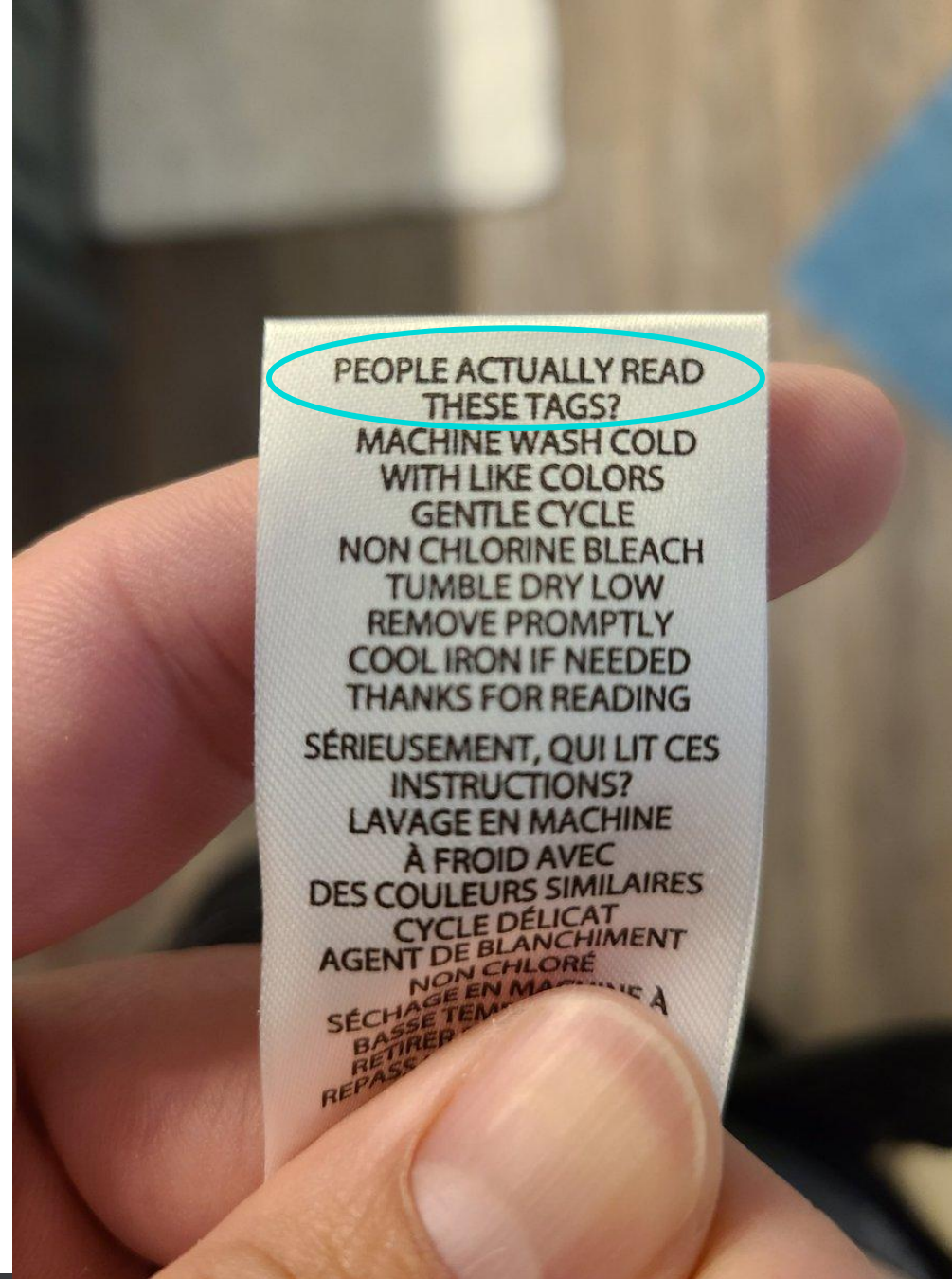


Image: Barry Sutherland





Julie Fitzgerald
4633 Stigall Drive
Dallas, TX 75209
cell + (1) 972.835.0292
fitzgerald.julie@gmail.com

INVOICE.

Invoice Number

Submission Date

Customer Phone

Address

Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>
Date	<input type="text"/>	Project	<input type="text"/>	Hours	<input type="text"/>

Total Hours Pay Rate TOTAL DUE

Please make checks payable to Julie Fitzgerald. Max net two weeks (14 days / 10 work days).
Mail to address above, unless otherwise specified.

THANKS, Y'ALL!

Please consider me again when you're in need of extra design muscle.

Image: Julie Fitzgerald via workflowmax.com

Ok, so we *may* have printed 17,000 bags with a typo. We're calling it a limited edition.



5:12 AM - 21 Mar 2018

8,577 Retweets 49,756 Likes







THE GREATEST SHOWMAN



*Wuguan Books (Taiwan)
Image: Lee Kuo-min via CNN Travel*

HEARTWARMING INSPIRATIONAL ROMANCE

Love Inspired

The Bull Rider's
Homecoming
Allie Pleiter

Image: Allie Pleiter

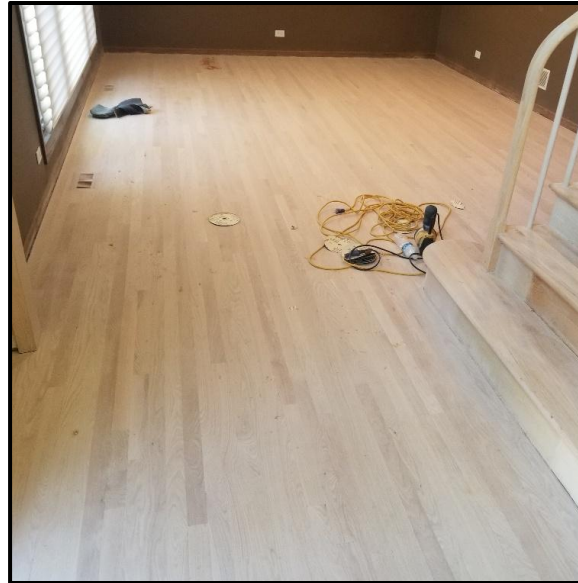


"Thank you for meeting with me on site a few moments ago..."

"I stopped by to check how everything is progressing and my crew is already removing existing tiles..."

"We are finishing final floor preparation..."

"We applied stain to the steps/handrails as well as 1st coat of polyurethane to the floors. See attached photos..."





DISCOVER





Thanks @Discover perfect timing for a pick me up, much appreciated! 🍰😊
#discoverjoy @Starbucks see you soon.



Thanks so much to @Discover for being the absolute best! @Starbucks
#daymade #discoverjoy



Thank you @Discover for this little treat I received today, @Starbucks is o
my favorite places. ♡☆☆ #discoverjoy



This is why I love @Discover!! Thanks for the @Starbucks card 🇺🇸😊🍰 #TGIF
#discoverjoy



Opened one of the most thoughtful pieces of mail today! Thanks @Discover for
the @Starbucks gift card!





Thanks @Discover for the random free \$5 @Starbucks gift card!!



Did your #creditcard company pay for your @Starbucks today? Mine did - thanks @discover! #discoverjoy



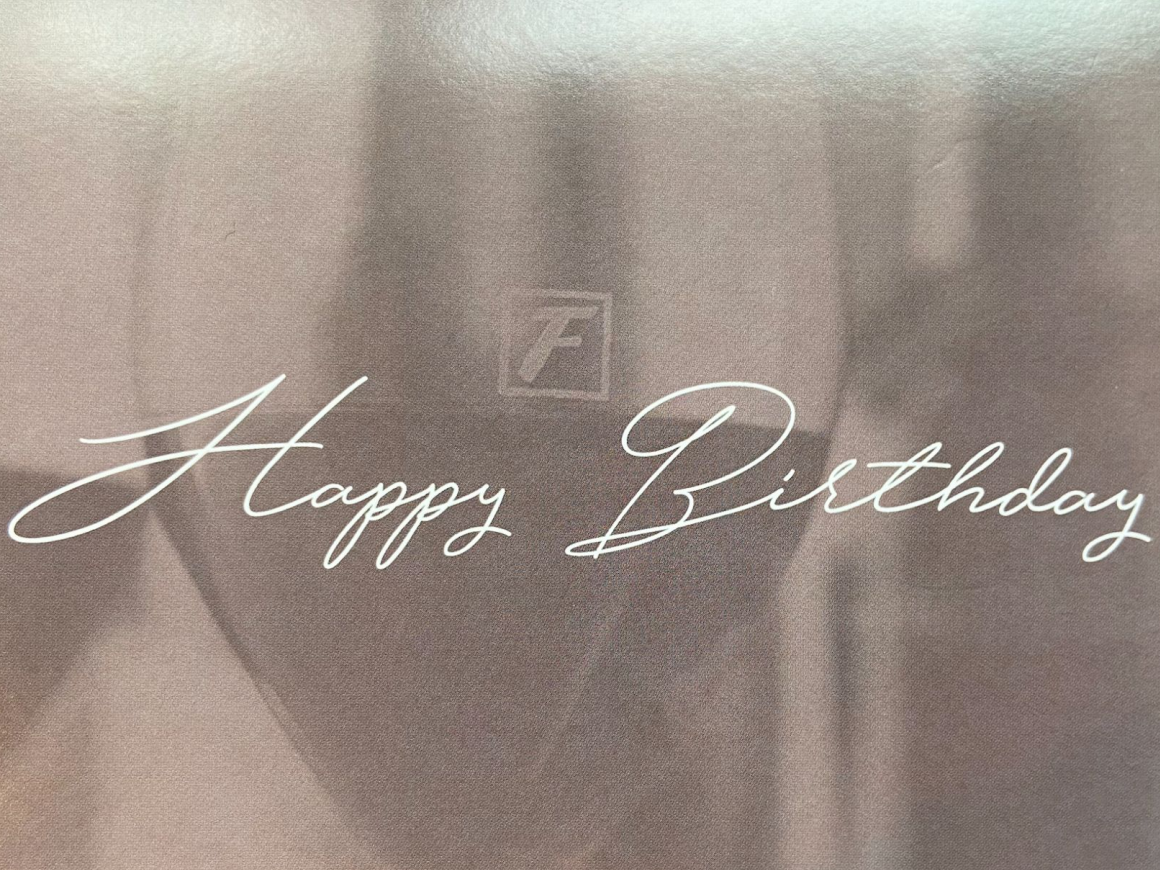
Finally got around to using my @Discover @Starbucks gift card. 🤪 Thanks #Discover! #discoverjoy 😊





Image: CDC.gov





Happy Birthday To You

Thank you for celebrating with us. Best wishes from your friends at Fleming's Prime Steakhouse & Wine Bar.

And Many More!



Foreword by **ANN HANDLEY**, Wall Street Journal best-selling author

THE EXPERIENCE MAKER



HOW TO CREATE **REMARKABLE EXPERIENCES**
THAT YOUR CUSTOMERS CAN'T WAIT TO SHARE

DAN GINGISS

Foreword by **ANN HANDLEY**, Wall Street Journal best-selling author

THE EXPERIENCE MAKER



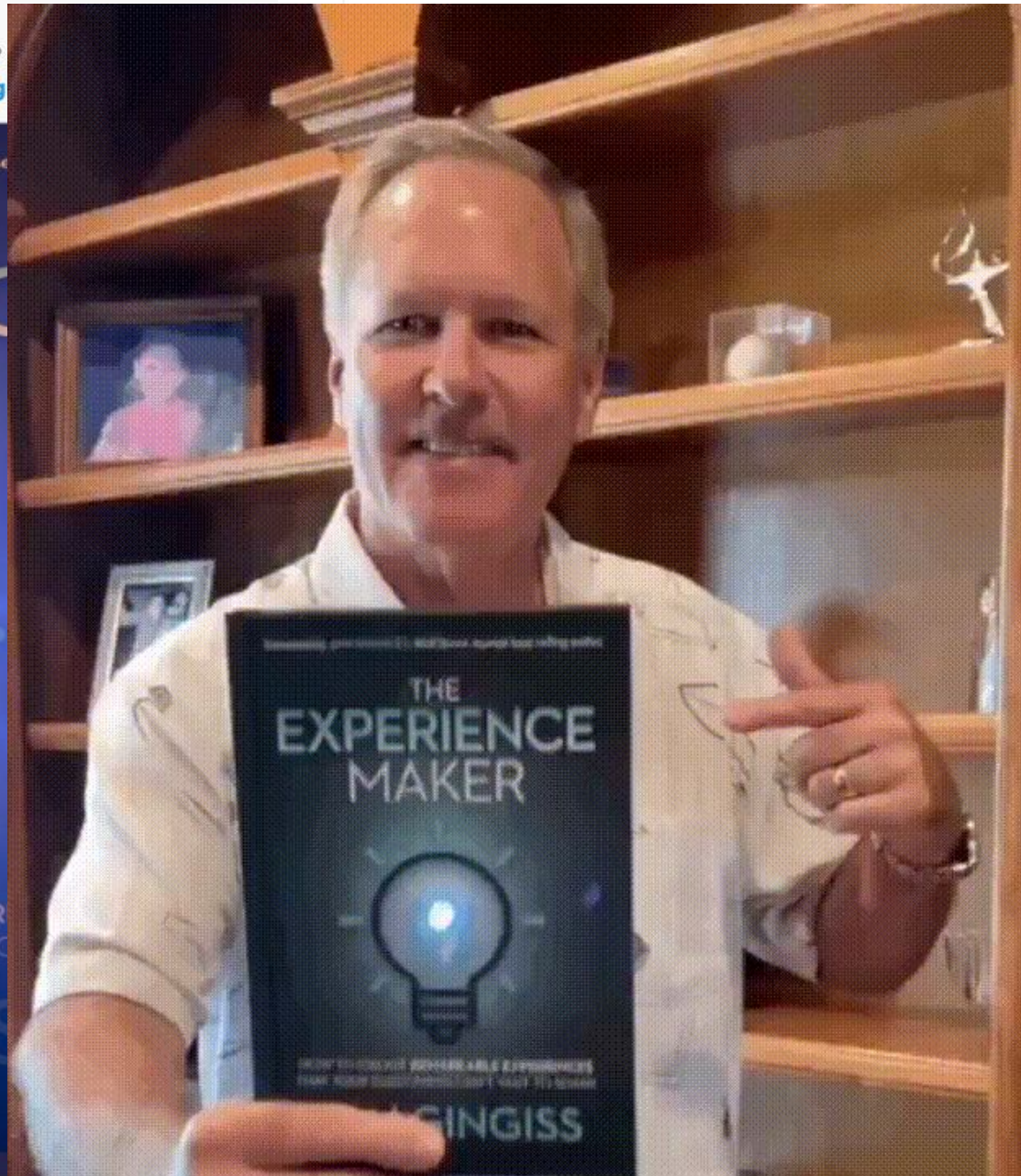
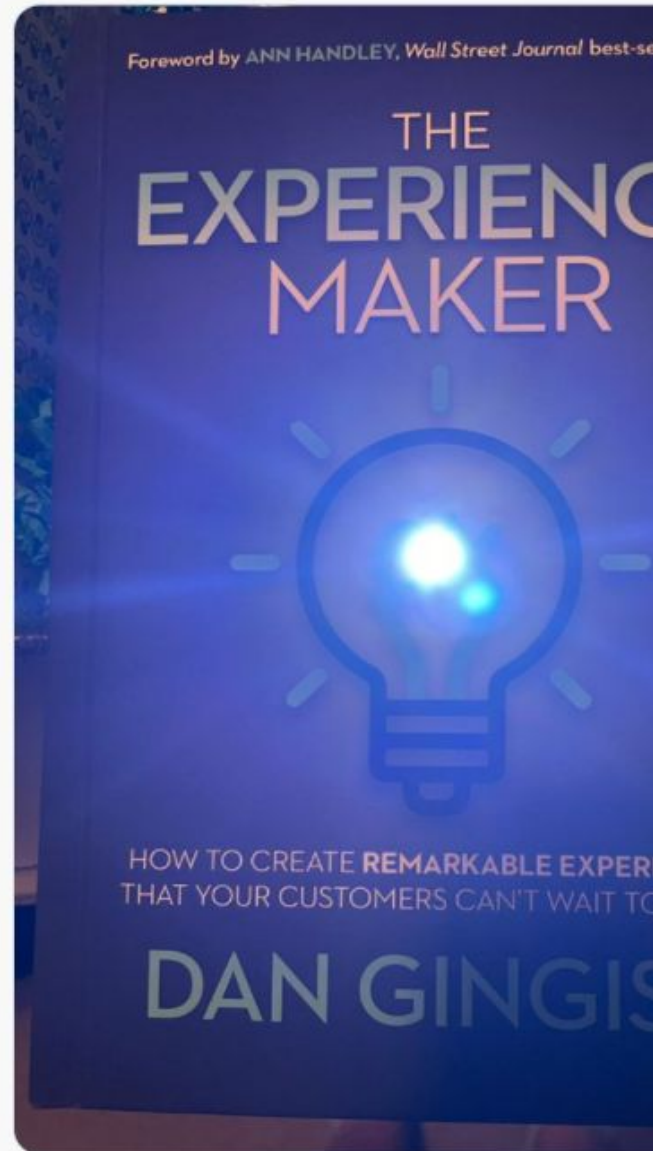
HOW TO CREATE **REMARKABLE EXPERIENCES**
THAT YOUR CUSTOMERS CAN'T WAIT TO SHARE

DAN GINGISS



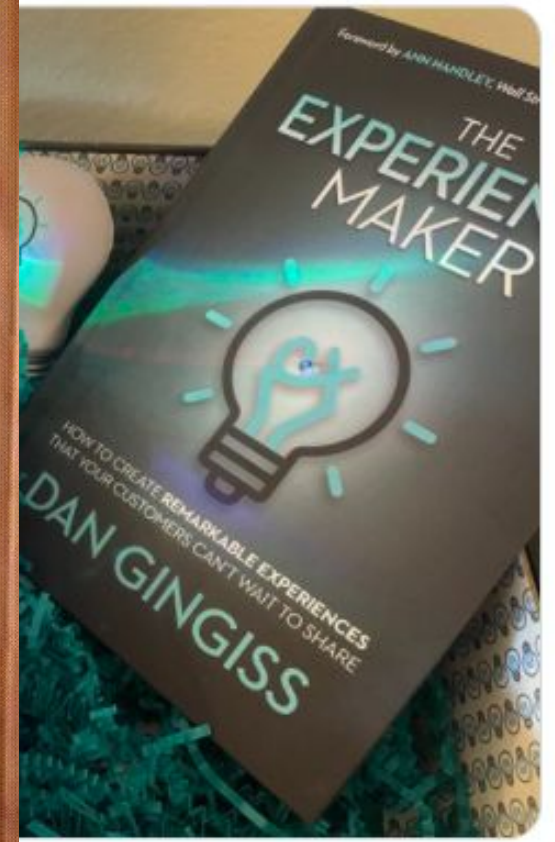
Jeannie Walters @jeanniecw · Sep 13

Want some new, BRIGHT customer experience ideas!? some serious wattage! Check out the latest from @dgingiss



dgingiss

do.





E **EXTRAORDINARY**

**#1 most important factor
in a customer's loyalty:**

Reducing customer effort



Source: Harvard Business Review







Alex Cornell

2014 Acoustic

The Mother We Share
In Your Atmosphere
Always Remember Me
Clearly
It
I'm on Hold
Where The Streets Have No Name
Sulk
If I Lose Myself
Love Is a Risk
Please Do Not Let Me Go
Young and Beautiful

Music & Image: Alex Cornell



Hi Mariangel,

Your review on the Okocat Natural Wood Clumping Cat Litter made me want to get in touch with you! I'm sorry to hear that the Okocat Litter didn't quite work out. As pet parents, we always want to do right by our fuzzy families, and get them everything they'll love, but sometimes swinging and missing happens. Any time an item doesn't work out, please don't hesitate to let us know. We'll always make it right. In the meantime, I've processed a refund of \$16.14 to the card used in the purchase, and that should reflect back to your bank account in 3-5 business days. Feel free to donate what you have left of the box to a rescue or a local shelter, or give that to a friend in need. :)

I wanted to help further by finding some other litters that may help you. I did some digging, and even found that Okocat has a variety made specifically for long-haired cats! Here are my suggestions:

[Okocat Natural Wood Long Hair Breeds Cat Litter](#)

[sWheat Scoop Natural Fast-Clumping Wheat Cat Litter](#)

[Naturally Fresh Walnut-Based Multi-Cat Quick-Clumping Cat Litter](#)

[Frisco All Natural Grass Clumping Cat Litter](#)

I hope this helps! Please give our love to Roma! Should you like to share any photos of them, we have a spot on our "furry wall of fame" here at the office which would look purrfect with them in it. For now, if you have any questions, or if there's anything we can do, don't hesitate to give us a meow any time, day or night. We're always here for you.

Many whiskers,

Stephanie H.
Customer Service



Children's National.



The WISER Approach.

W

WITTY

I

IMMERSIVE

S

SHAREABLE

E

EXTRAORDINARY

R

RESPONSIVE





82%

**customers who rate an
"immediate" response as
critical when they have a
sales or marketing
question.**

Source: HubSpot

90%
customers who rate an
"immediate" response as
critical when they have a
customer service
question.

Source: HubSpot



Taylor Kenney @taylorkenney7 · Feb 28, 2019



@SouthwestAir help!! My friend is in a wedding on Saturday in Costa Rica but she left her bridesmaid dress here in Houston! Can we get her dress on flight #1734 tomorrow??? #WorthATry #BestCustomerService



Southwest Airlines ✓

@SouthwestAir

We like where your head's at. Mind sending us a DM with her info?

♡ 525 9:43 PM - Feb 28, 2019



Phillip P. Randel @PhillipPRandel · Feb 28, 2019



Replying to @taylorkenney7 @SouthwestAir
Did this work?



Taylor Kenney

@taylorkenney7

It totally did!! The dress flies out tomorrow morning! Now that is some customer service!

♡ 1,581 10:12 PM - Feb 28, 2019





Taylor Kenney
@taylorkenney7

Follow

Love southwest!



9:25 AM - 1 Mar 2019

14 Retweets 558 Likes





46 Rob Speciale
@RobSpeciale

Follow

Haven't checked my mail in a few days and there are 3 offers for the [@Discover](#) it card. Persistence or lack of coordination?

9:08 PM - 11 Mar



82 Discover ✓
@Discover

Follow

Replying to [@RobSpeciale](#)

[@RobSpeciale](#) We must be excited to have you apply! DM w/ your full name & full address if you would like the mailings to stop.
*Amy

9:17 PM - 11 Mar



46 Rob Speciale
@RobSpeciale

Follow

Replying to [@Discover](#)

[@Discover](#) kudos for the prompt response time! Ok I'll bite, mostly because of your response Amy. [#greatservice](#)

RETWEET
1

LIKE
1



9:21 PM - 11 Mar



"That'll Be The Day," This Is Us
Season 2, Episode 13



29 Kayla N.

@kayNiedz

Follow



thanks to @NBCThisUs for crushing my soul week after week. additionally, i'll no longer be making #crockpot chili after last night's episode.

10:03 AM - 24 Jan 2018

2 Retweets 5 Likes



3



2



5



59 The Crock-Pot® Brand  @CrockPotCares · Jan 24



Replying to @kayNiedz @NBCThisUs

We're 💔 over last night's episode, too! Kayla, we're innocent until proven guilty. Since the '70s we've been providing families with quality & safe products, ask your parents if you don't believe us. DM us w/ any ?? & we'd be happy to tell you more about our safety standards!



2



3



30





29 Kayla N.

@kayNiedz

Follow



Replying to @CrockPotCares

I apologize for what I said when I was in an emotional state—I could never live without my beloved crockpot [#crockpotisinnocent](#)

8:40 PM - 24 Jan 2018

1 Retweet 18 Likes



1



18





Duke Energy ✓ @DukeEnergy · Sep 6

Here is an important update from Jason Hollifield at Duke Energy. Crews are continuing to work on power restoration, and we won't quit until everyone's lights are back on. Thank you for your patience and support.



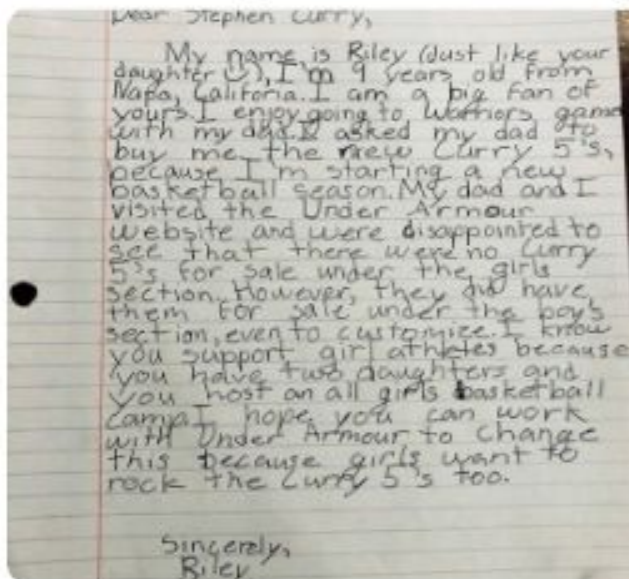


Darren Rovell ✓

@darrenrovell

Follow

Girl named Riley Morrison asks
@StephenCurry30 why his sneakers don't
come in girls sizes. Steph responds.



HEY MR. C,

I APPRECIATE YOUR CONCERN AND HAVE SPENT THE LAST 2 DAYS TALKING TO UNDER ARMOUR ABOUT HOW WE CAN FIX THE ISSUE. UNFORTUNATELY, WE HAVE LABELED SMALLER SIZES AS "BOYS" ON THE WEBSITE. WE ARE CORRECTING THIS NOW! I WANT TO MAKE SURE YOU CAN WEAR MY KICKS PROUDLY - SO I AM GOING TO SEND YOU A PAIR OF CURRY 5'S NOW AND YOU'LL BE ONE OF THE FIRST KIDS TO GET THE CURRY 6. LASTLY, WE HAVE SOMETHING SPECIAL IN THE WORKS FOR INTERNATIONAL WOMEN'S DAY ON MARCH 8th, AND I WANT YOU TO CELEBRATE WITH ME! MORE TO COME ON THAT, BUT PLAN TO BE IN OAKLAND THAT NIGHT! ALL THE BEST! #RUIN THE GAME

10:08 AM - 29 Nov 2018

46,416 Retweets 220,192 Likes



2.0K



46K



220K





**To get more
people talking
positively about
your brand, be**

WISER

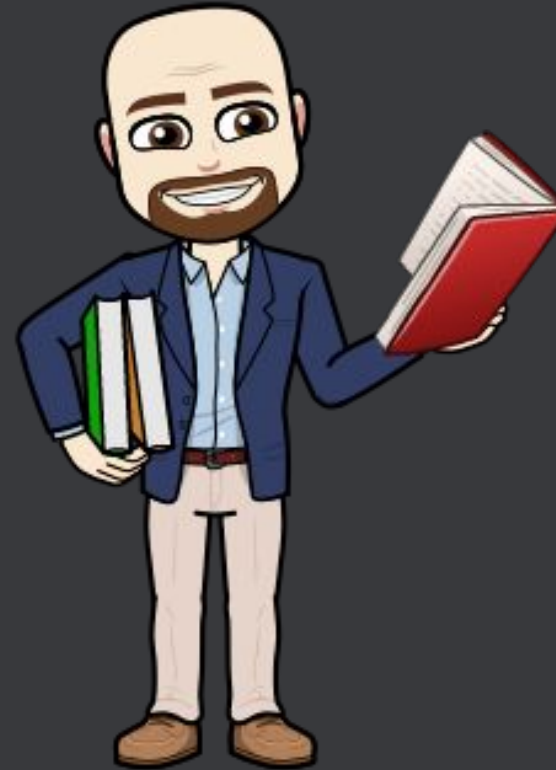
WITTY
IMMERSIVE
SHAREABLE
EXTRAORDINARY
RESPONSIVE

Thank You!



Dan Gingiss

Chief Experience Officer
The Experience Maker, LLC.



Want **more?** Take the 10-Day CX Challenge (It's Free)



or visit www.improvemycx.com

Available Now!

