



How to start a Kindness Revolution™ in the Greater Ocean City Area

June 9, 2008

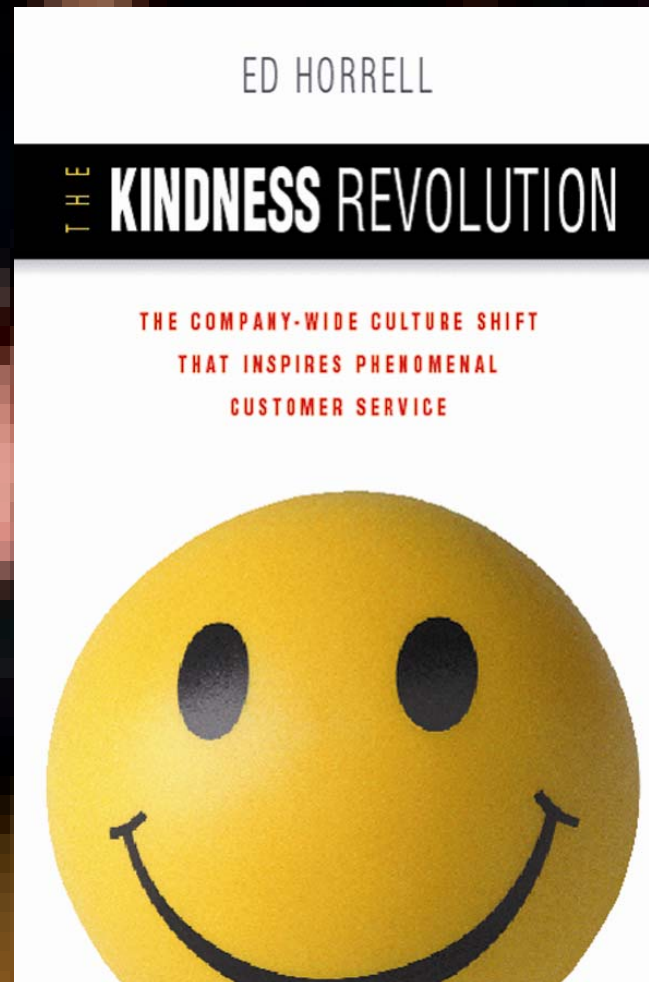
The Current Status of Customer Service:

- Most customers think it is at all-time low
- Your employees and customers talk about your leadership
- There is a predominant reason that we lose customers
- This should create an enormous opportunity for those companies who care

Our Most Important Challenge

- To eliminate indifference
- You must remember this: at the time of service, YOU are your company

The principles for this presentation are based upon the findings from Ed Horrell's book:



Some Interesting Data

- 97.8% of respondents consider the display of values, such as kindness, to be either extremely or very important to their decisions of customer loyalty
- 100% of respondents prefer to work for the kinder company
- 100% of respondents prefer to do business with the kinder company
- 56.8% rated their current employer as less than “extremely” kind

Kindness Survey-2008

Most significant findings:

- Customers view most product/service providers as commodities
- Companies with best “stories” are most successful in their industries
- When a values-based corporate culture is in place, the game is over

These are some of the companies who are leading The Kindness Revolution™:

- | | |
|--------------------|-----------------------------|
| • LL Bean | Unconditional guarantee |
| • Nordstrom | Empowered employees |
| • FedEx | Relentless pursuit of goal |
| • The Ritz-Carlton | Top-down service commitment |
| • Mrs. Fields | Fun at work |
| • Chick-fil-A | Practiced values |
| • St. Jude | Shared employee mission |

Tell Me About Your Latest Experience

- Good?
- Bad?
- What do they have in common?
- How is this happening?

What All Customers Want

- They want to be understood.
- They want to feel welcome.
- They want to feel important.
- They want to feel comfortable

Understand Your Customer

- Practice Active Listening
- Ask Questions
- Show Empathy and Regard

Make Them Feel Welcome

- Greet Your Customer
- Engage Your Customer
- Make Eye Contact
- Smile

Make Them Feel Important

- Stop Whatever Else You Are Doing
- Put Down the Cell Phone

Make Them Feel Comfortable

- Give Assurances That You Can Help Them
- Keep Calm Under Stress
- Walk Them Through The Mine Fields

Frequent Complaints from Customers

- Ineffective or inarticulate speech
- Inappropriate dress
- Negative non-verbal signals
- Poor listening
- Creating a negative image
- Not responding quickly to problems
- Practicing defensive behavior

Examples of Desired Corporate Culture:

- Friendly
- Responsive
- Innovative
- Professional
- Fun
- Empowered
- Community Oriented

Define your *lagniappe*

- It is “a little extra”
- Doubletree Hotels
- Hotel Preston
- Les Schwab Tires
- Security Bank of Dyersburg

When it works, you:

- Create a differentiating factor
- Have increased customer loyalty
- Save your customer time
- Have a unique customer “story”
- Create customization in your product/service
- Have customers paying a premium
- Have emulation by competitors
- Think small, not big

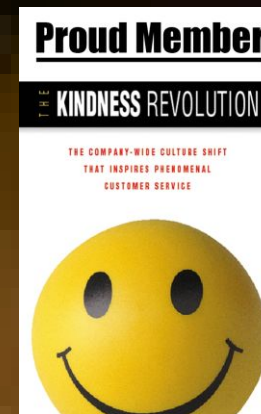
Tattoo by Rebecca Turner

The Kindness Revolution™ Initiative

- Non-profit corporation
- Mission to raise the awareness of the importance of kindness in leadership and service
- Done via recognition events, scholarships, and training
- We want to bring it to Greater Ocean City

Member Activities

- Logo on websites, vehicles, and offices
- “Spirit of Kindness” awards
- Scholarships in honor of kind acts
- “Days of kindness” celebrations
- Fundraisers
- Surprise gatherings
- Kind lines



From Tom Peters:

“Commit yourself to performing one new ten minute act of exceptional customer service every day. Induce your colleagues to do the same.

Over the course of a year, in a 100 person organization, this will result in 24,000 new acts of kindness...and such is the stuff of revolutions.”