

BUSINESS MADE EASY[!]



Episode 34

Customer Service v's Customer Experience

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Jason: You're on Episode 34 of the Business Made Easy Podcast. How are we doing, Mia?

Mia: Fantastic. Thanks, Jason. You're on the Business Made Easy Podcast where we make business easy. Here's your host, Jason Skinner.

Jason: Good day, good day and welcome to the Business Made Easy Podcast where we make business easy. Jason Skinner, your host here. How are you doing out there? I hope-- hope you're doing well whatever you're up to out there in business. For those of you joining me for the first time, welcome to the show. This is the show where we talk about business tips and business advice and the latest things that I'm learning and coming across in business to share with you and make sure that you have a better business and a better life as a result of-- now, that's my focus and whole passion behind this podcast is to bring you the tips and tricks and I guess strategies and templates and checklist and things that you can download and put into practical application that you can use in your business and that's what we're all about today. So stick around. Particularly, at the end of this, I have an announcement. I've got a great checklist for you today that I'm going to share with you at the end.

Excellent episode today. We are talking all about customer service. But not so much just customer service as you would traditionally think about it. Today, I want to talk to you all about customer experienced and creating a customer experience because to me, anyone can use the generic term customer service but I think those businesses that really create an experience for the customers really set themselves apart from their competitors. And in our current business environment which is really competitive, you know, more and more people selling things and particularly online, bricks and mortar businesses are finding it tougher. We want to create awesome customer experiences that people want to go away and rave about. So we're going to talk about that today which I am really looking forward to because it's one of my passionate-- passionate areas of business is creating that

(2:00) -- that fantastic customer experience. But before I do, for those of you who are just joining us, thank you. I really appreciate you taking the time to listen in. I'm glad that you're here. If you're in business and you want to go grow your business, you're in the right place. Just remember to hit the subscribe button if you haven't already done so. That will make sure that you get each week's episode as I release it on a Friday. It usually comes out around 7 AM, 6-- well 7 to 9 AM Australia and Eastern Standard Time so yeah. Hit that subscribe button and that will download automatically then to your listening device of choice.

For those of you who have joined me before and then returning, thank you. I hope you're well, too. I really appreciate you coming back and I hope-- hope you're implementing some of the things we've been covering on the show and you're getting some results out of those as well and be sure to share those with me. If you've got any advice or tips that you've learned along the way, be sure to drop me an e-mail to Jason@businessmadeeasypodcast.com and let me know what's winning for you in the-- in your business. I had an e-mail from Dino Boodie[?] actually, over in-- he's in the UK doing some fantastic stuff with his self-storage business and particularly in the customer service area that we're going to be talking about today. So good on you, Dino. I'm glad you're doing well out there, mate and you're-- you're implementing and taking action on improving and growing your business and your customer experience and that's what we're going to talk about today. If you haven't already joined our Facebook community, you can do that by going to businessmadeeasypodcast.com/community. If you go over there,

there's a group. Dino is over there from the UK as I just mentioned and a lot of great entrepreneurs and business owners with various skills all sharing their ideas and knowledge and really it's a fantastic community of people I've been-- I'm just amazed at how it's growing and the conversation and everyone's

(4:00) over there are friendly and having a good time so check that out if you haven't joined already. That's at businessmadeeasy.com/podcast/community.

All righty. Let's get into today's episode. As I said, we're going to talk about creating a customer experience in your business. Not just giving good customer service but we want to give a customer experience like no other. Because-- and the reason for it is very, very simple. Uhm, there's-- there's so much competition out there these days and there are so many people providing services and products and probably a lot in your nature, whatever you're in. But what we want you to do is stand out amongst your competitors. We want people to see to seemingly different products or services and actually go, "Wow! Now, I'm going over there because that resonates with me and I love the way they do business." And that's what I want to work with today. So this episode applies-- it doesn't matter what business you are in whether you're online, physical bricks and mortar or you're a trade-- tradesman or you've got a shop or you've got a restaurant or food business but the idea of customer experience needs to be at the center of what it is that you do. Because at the end of the day all our products and services do. If you think about it, all their products and services do is satisfy a need that our customer has or a pain that our customer has or needs fixing. So-- like if you're an accountant like I am, customers come to me because they-- or clients come to me because they have a pain and they want their accounting needs addressed. They've got to lodge their annual tax returns. They need help growing their business. So whatever it is that they're doing, they've got a pain and my product or service is going to help satisfy that. If you sell-- if you've got a

(6:00) restaurant then your product or service, it satisfies hunger, you know, you're making, you know, you want people to enjoy that experience often. It's that word again, experience. You want people to enjoy that experience when they come into to dine in your eatery or restaurant.

If you're a tradesman, the people normally need, you know, if you're an electrician or a plumber, you know, they need some sort of-- some sort of frustration that they need relieving. And then what you need to then realize is that there's-- there's a million people and options and choices out there for people to actually, uhm, get that-- get that need or pain fixed. So particularly, with Google now and online-- the online digital space, now, people can find electricians so much easier and people can find plumbers and pool people and we're going to talk about pool people in a second. But people can find, uhm I guess, services and products to satisfy their problems and pains a lot, lot faster now. So that's where the competition comes in because there's a lot more choice out there.

The thing I want for your business and for you is for your business to stand out. When people have that problem, I want your business to go, that you wouldn't go anywhere else but here. And that's why customer experience, as opposed to just customer service, is absolute paramount because when we talk about customer-- customer experience, what we're talking about is from the very moment that a customer sees your brand or it's indoctrinated or basically comes in contact with your brand, they've realized, they've got a pain, they're going to find you and that's-- and that's what we want and then we're going to deal with that journey

and talk about that journey today. So by the end of today's show, I want to kind of basically from the customer experience from start to finish. That's

(8:00) what we want to think about, okay? So I don't want you-- as we're talking about this stuff today, thinking, "Oh, he just [inaudible] when the customer comes to buy off me." What I'm talking about is how do we get someone who's not a customer yet, uhm, and we build trust with them and we build uhm-- they get to like us and know all about the way we do business and then how do they then move through that journey onto, uhm, looking at our products and services and then how do they look at buying out and using and consuming your products and services. So that's what we're talking about and I want to take you through those, uhm, steps today. It's called the-- it's called the Customer Journey. What's the journey that that person takes from meeting your business right through to the very end after they've used the product or service and then they want to come back and buy again or even better still they become sort of these raving fans that-- that loyal fans that want to, uhm, talk about to their friends about your business and talk about to other people in their-- in their circles about your business. So that, you know, they do the marketing. They do the marketing for you, as well. Now, I think that [inaudible] calls them super fans. There's lots of names for them raving fans, uhm, whatever you want to call them. But that's what we want to be able to do with our customer. Every single person that comes into our business, we want to be able to turn them into these fans that are going to talk about our brand and what we do and how we do it, etcetera and sell the business fully. Because one of the things with getting a new customer is it's expensive. It's the most expensive business you can do as opposed to having an existing customer, uhm, you really want to be able to increase the number of times that the customer comes and buys from you.

And we spoke about this back in Episode 12 where we looked at the five key ways to grow your business but fundamentally, what we want to be doing is increasing the

(10:00) number of times that an existing customer comes back to us and-- and uses our-- uses our services. Now, as always, I like to give a case study or a story uhm of an example of what I'm talking about and today is no different than today. Instead of using a client, I'm going to actually use an experience that I have, uhm, regularly with, uhm, our pool service company. And the thing with a pool service company is it's an area of business that is not exactly exciting. I mean, they come and clean the pool. There's not a lot of difference between pool cleaning companies. I don't-- there's no perceived difference from my perspective. They might sit in their industry. May see a difference but fundamentally, I don't-- I don't see a great deal of difference as long as the pool is clean. Also to, uhm, it's a very competitive area of business because, you know, if pool company A comes and cleans my pool and they charge me say \$50 then pool company B comes along, I've got some sort of comparison. I can say, "Well, hang on. The pool size hasn't changed, the amount of work hasn't changed so, you know, why are you charging me more than \$50?" Or if they charge less than \$50, well then I'm happy as long as the pool is clean. So you get the gist. It really is a competitive, uhm, commodity star business but the critical thing with the pool cleaning business is that, uhm, it's recurring. Uhm, when I went in to the pool company, I said to them, "I would like somebody to clean my pool and I would like it done regularly so once a month." And they say, "We will come once a month. It would charge you this much and this is the list of things that we're going to do." Verbally, they told me what it is that they're going to do which I agreed with. I'd-- I'd had several other pool companies and they were unreliable. Uhm, just wouldn't turn up. But the thing with the-- (12:00) the thing with my experiences with the various pool companies has-- has been in every case and even the company I'm using now, you never know when they're going to come. You don't know whether

the pool is being cleaned or not. Uhm, I mean it hasn't gone green so that's good. That's a-- that's a great thing. But you certainly-- and as always looks fine but you didn't know what has actually been done or-or any communication around, uhm, when they're coming or that they have been. And you know, this is-- this is what I mean by customer experience because basically yes, there's a transaction taking place but I could get anyone to-- there's no perceived difference to me in what company comes and cleans my pool. Absolutely none.

But if a pool company communicated to me and said, "Hey, uhm, just letting you know." I mean, they've got e-mail. "Just letting you know. An e-mail goes out just letting you know that we'll be around on Wednesday at this time to clean your pool. Any problems, please let us know." And then an e-mail goes out after they've cleaned the pool. "Hey, just letting you know that we've cleaned your pool and everything is in order. We balanced the salt, we balanced the chlorine, or whatever it is that--" I'm not a big-- that's why I have a pool cleaner by the way is because I have absolutely no idea how to clean the pool or what to do with pool chemicals but it's like a whole chemistry exercise and I was never really good at that.

But, you know, if a company actually said to you, "These are the things that I've done for your pool. Uhm, by the way, would you like us to do a follow-up check just to make sure everything is right in two weeks time?" Maybe they could increase the number of transactions or number of, uhm, times that they could actually come and service my pool. Chances are, I would say yes. Chances are, I would say, "Hey, yes, please check it out. It is important to me then.

(14:00) Because it is. I want to make sure that the chemicals are right. I want to make sure that things are working properly. I want to make sure the filters are clean." So there's so many areas rather than just, "Oh, yeah, we're going to go and clean Jason's pool." that they could come and do a lot better and that's what I mean by the customer experience. I-- I don't-- I couldn't recommend these pool guys. I don't know if they're good or bad but they've done nothing to make me think otherwise and-- and that's what I want you to be thinking of when you're thinking of a customer experience in your business as opposed to customer journey or customer service I should say.

So are you creating an experience for the customer? Disney creates an experience for its-- its people that-- and that's what people rave about Disney. Uhm, there's-- there's a million household services. If you're in the household service business, this is so easy for you to do. Uhm, it's an absolute no-brainer in terms of-- and stick with me because we're going to go through some great things to do today and I've got a great, uhm, I've got a great gift for you at the end. A downloadable gift at the end of the-- of the episode as well which you can, uhm, certainly get a hold of. But there's nobody doing these stuff well or very few people are doing these well and it doesn't matter what industry or profession you are in, I believe that-- that going through this journey exercise and customer experience exercise will make a profound difference to how you can tighten up your business.

So let's have a look at it and I guess you get the drift from the, uhm, from the pool cleaning story. You know, the communication and you'll see a lot of these is just communication and relationships because, uhm, and I'll take you through-- I'll take you through to what I'm-- I'm talking about. Yeah, so as I said, new customers are expensive. So we want to basically make sure that every single person that is saying our brand, touching our products

(16:00) and services coming to our business is just wowed by-- by the experience that they have when they-- when they come to us. And as I said, it doesn't-- even if you're in the online space, it doesn't matter because the same thing applies. How do people feel when they get to your website? Is it slow when it's loading? Uhm, you know, does it take time to load? Uhm is the information out to date? Has-- has it been updated, you know; is it clunky to get around on? Is it mobile friendly? Uhm, the average load speed, just so you know, has a significant impact and result on the conversions that happen on your site. So you really want to make sure if you're on the online space that your site is loading quickly and-- and making sure that people can find your site easily and make sure that the SCL is working nicely with your site. Making sure your images are all-- all working well on the site and also that it is mobile friendly. It's a must to-- to be having-- having right these days. It doesn't matter what your business really even if you're bricks and mortar. Your website needs to be uhm [inaudible]. So if you have not, uhm, got your website up to scratch and-- and you're not happy with your website, there are plenty of tools around nowadays. You can make this really super friendly and easy to do. If you go over to businessmadeeasypodcast.com/toolbox, I've got some resources over there that-- that make it so easy to freshen up your site and update your site including fast hosting and all those sorts of things to help you with your business website stuff, as well. So check that out at businessmadeeasypodcast.com/toolbox. Just keep in mind, some of those links are affiliate links just in the interest of transparency but there's no extra cost to you. It's just-- it's just-- there are tools there that I use and I know and like and trust in my business and-- and I know they'll do a good job for you, too. (18:00)

So you can check those out there. But yes, if you've got a website, make sure you've got that up and-- up and running and-- and working well, as well.

So when we want to look at our customer experience, the best way I found to do this is to get it-- there's a number of ways but-- but certainly, uhm, you could-- you need to really map out every step-- step by step touch point of the customer journey with you. So from the very time, someone has that pain or is looking for a solution to their pain, uhm, looking for your service, what happens in that journey? And where do you show you up at that very initial point? And what I want you to do is to map out exactly every single step. So what happens next? And that's-- that's-- I guess, the-- the language that you need to have in your head is what-- what next? And then what? So customer finds us on Google and then what? Uhm, customer-- we show up in the top three, uhm, searches and then what? You get the drift with that? It's a-- so we want to-- that's the-- the thing you want and then what? Okay? And a few other questions you can ask in there, why? Why? And if you ask these sorts of things, so map out-- map out each step, customer does this, customer does that, then what? Then what? And map it all out into-- into boxes. A spreadsheet is really good for this because you can put each step along the way and then you can put underneath how your business handles that. What-- what part, what processes, and systems do you have in your business that you can list those down? And I'll put an example in the-- uhm, I'll put an example in the show notes for you of-- of what I'm talking about and it will be a template. You'll be able to--

(20:00) I'll do it as-- uhm, I'll do it as a shareable link and you'd be able to just copy that. You'll have a copy of that link. Just make sure you copy the spreadsheet. It will be good [inaudible] and then it will show you-- show you how to do that but if you go to businessmadeeasypodcast.com/episode34 and I will have, uhm, I'll have that in there for you as a-- as a downloadable link but check that out there.

But once we have each step in the journey and be very, very thorough. So customer-- customer does a Google search or customer makes a booking or whatever it is, uhm, and then what-- what happens next? And you'll map that out right through to the very end of the process once they've used and consume and you can go pass that even then. Uhm, what's the follow-up process once the customers been? If you're a restaurant, what's the follow-up process once the customer has been to eat at your restaurant? Do you collect their name and e-mail address? You follow them up in anyway? Uhm, if you're a pool cleaning company like I was talking about, do you, you know, get in touch with your, uhm, your customer to let them know what the next-- next steps are in-- in their journey with you? Because you really do have, I believe, uhm almost a responsibility to-- to let that customer know what the next steps are. You've now done this so what are the next steps? And that clear communication to your customer will set you apart from your competitors and, uhm, you know, there are people-- people are not doing this. I swear. They are not doing it and-- and the businesses that are-- are going to, uhm, really have better businesses and better brands as a result of-- of these.

So that's what I want you to do is map out that customer experience. Now, once you've got all that customer experience mapped out, we then want to work down on the each section that we identify each stage and we want to put in place. How is this done? What is the system?

(22:00) What's the standard? Uhm, are there procedures associated with this? Are there checklist associated with this step? Uhm, depending on your business. That's going to vary but you really want to make sure that you want to think about clearly. How does the customer feel after they have experienced that step in the customer journey or the customer experience with your brand?

Now, it's very much-- I won't get too much into this because I'm going to do an actual, uhm, I am going to do an actual episode on-- on this a little bit further but, uhm, back in episode 11, we spoke about this with Ben Amos when we interviewed Ben Amos and we were talking about the art of storytelling in your business. Effectively, that's what you're doing with a customer journey is you're-- you're the guide for your customer. You're-- you're the guide and the customer is the hero and I have-- they've got a need. They're-- they're wanting a-- you are-- they've got a problem, a frustration. You're the guy to get them to the end to that solution so they can be the, you know, the hero and you want to-- you can, uhm, map out, you know, at each point. How is this going to happen? How is that going to happen and then what staff are involved? You've got a team of people, you know, what do we need people to-- to implement this, uhm, this stage of the customer journey.

One of the things that, uhm, comes up quite regularly is, uhm, I don't have time or-- or this is not scalable and I want to talk about that for a moment because there's a lot of talk at the moment about bots and this-- love to talk about bots and we, uhm, and automating, automation services because you can scale. Bots are fantastic and they have their place. Automation is fantastic and has its place and we're going to talk about

(24:00) that a little bit now because I'm a firm believer that you can't automate the customer relationship. You can't automate a relationship with a person. That needs to be human. That needs to be a human, human-- a human to human, I should say. Uhm, human, human. Human to human and-- but what you can do is you can automate systems and procedures. So we can use bots to deliver information. We can use bots, uhm, automation to make sure things happen at particular points in time along that customer journey. So, uhm, to give you an example, uhm, in

our business, we use a program called Infusionsoft. We don't use Infusionsoft to reach out to new customers but what we do, do is we use Infusionsoft to prompt team members to do certain tasks for customers. So Infusion's-- a particular event might happen with a customer, what we will do then is that will trigger, uhm, something to happen in Infusionsoft and that will then trigger a procedure to be sent to a team member to make sure they follow it up with a customer. So we use it as a backstop and a safety mechanism and automate a lot of those procedures and systems. So it takes the thinks out of it. So you don't have to rely on people remembering to do certain task for a customer but-- or if that person is away, uhm, because that's something that-- that, uhm, that I see a lot, too. It all works well while people are there and then someone will go away and then something won't-- something won't happen and that's the worst thing that can happen for the customer experience. Because if-- if you think about it, uhm, and I'll share a story with you. Uhm, there's-- there was a guy that was going to a barbershop and every time he goes to the barber, the barber would cut his hair as normal (26:01) but he gave him a warm towel at the end of the-- end of the haircut to-- to wipe down his neck and just freshen up and it also gave him a tea or coffee or a drink when he came to get his haircut and the person, the customer going to that barber really loved-- loved that experience. That's, you know, you can go to any barber and get a haircut but when you go to this barber, you get a cup of tea or coffee or whatever be or whatever it is that you want to have, they offer you and you also get a warm towel at the end to freshen up and that-- that sets that-- that's the experience that that customer has when they go to that barbershop.

When you go in there next time and you're used to that service and the regular barber is not there but there's a new person there and they don't offer you the drink and they don't offer you the towel to-- to freshen up, all of a sudden now, that service is no different to anyone else and the customer experience now, is tainted. You can see that it's-- it takes a long time to build this up but it doesn't take much to tear it down and, uhm, you know, all of a sudden there's need now in the customers mind to actually, "Well, I wonder if the other barber down the road does coffee or tea now and warm towels at the end." So you can-- you can create that sort of situation if you don't systemize and proceduralize these sorts of things. So the critical thing here is to make sure that whatever you decide to do in your customer journey and put in place for your customer journey that you actually, uhm, I guess, systemized and proceduralized and make sure that it happens no matter what team members they're delivering it or what day of the week it is or whatever it is. So whatever that customer experience, that's what you're going to-- that's what you're signing up to commit, to actually doing. So don't over promise (28:00)and under-- underdeliver. That's the worst thing you can do as well.

So do you get that? All righty. When we've worked out that customer journey and all the-- all the different elements, we want to basically look at is that what our competitors doing in the marketplace or our competitor is offering that level of service or, you know, you might have a particular service that is not, uhm, not being delivered well out there in the marketplace. You compared it as a missing and it's creating gaps in the marketplace that you can fill with your service and your-- your customer experience. So that's the beauty of mapping it out on the template that I'll provide you by going to businessmadeeasy.com/podcast/episode34 and if you map it all out there, uhm, you can't go too far along but yeah, are there any gaps that we can identify in the marketplace that we can fill in and improve. So again, we-- our brand shines out as the go-to place for that product or service.

Uhm, by looking at your competitors, uhm, sometimes, too, depending on the product or service, you might be over, you know, you don't want to over deliver, uhm, in that area. So by that, I mean, if something is, you know, if you've got a tradesman, for instance, that's coming in to pick up a particular item of hardware or anything like that, you're not going to offer them champagne, uhm, you know, they're working or whatever it is. But you will make sure that they can easily get their vehicle in, pick up the item that you're offering them, and they can get on and get on with their job. You may offer a, you know, delivery service or free delivery service or whatever it is but-- so just make sure that whatever you are putting in to make-- to make that customer journey is relevant to the product or service and the customer you're target-- market or target customer and their needs,

(30:00) uhm, not yours that, you know, that's what you're putting in place. So make sure there's-- there's relevance there, as well.

The other thing to make sure is-- is that your team are on board and they clearly understand the customer journey. Make sure that they clearly understand the level of service and clearly understand the-- the need for consistency and understand the processes and, uhm, if you're implementing as a training, uhm, you know, do you need to do more training in particular else to make sure that you lift that level of customer experience and, uhm, that all your people are fully engaged in that-- and there's a culture of-- of delivering that level of experience for your customers.

Technology, as I mentioned, alluded to bots and InfusioSoft type programs or automation type programs, they are out there and you should look at them definitely to make sure that it aids in delivering consistency of experience. Uhm, don't use it to build a relationship, okay? Because it becomes very impersonal. I strongly believe that the person to person, uhm, brands-- the brands that can really resonate and create that engagement with people, are going to be the-- are going to be the standout favorites going forward in this digital world. It's more and more of this digital technology. People-- people do still crave people and relationships. So it's very important that you maintain this. So use the technology and use the automation to your advantage to deliver consistency and create efficiency but not actually build relationship as such.

Culture, uhm, as I spoke about it. Just make sure the customer journey is in align-- or your culture is in alignment with that customer journey. And the big thing here, too, is implement any changes relatively, slowly. Just make sure that as you -- if you do have to put in changes to
(32:00) improve your customer journey, make sure that you implement them slowly but test and measure as you go. So just make sure that you're putting checking functions to measure that, you know, that the services that all changes in that experience you are implementing, are actually doing what they're meant to do. You can-- there's lots of ways you can do this. Uhm, some of the-- some of the easiest ways are to just personally ask your customers. As you're talking to them just say, "Hey, have you found the service or have you found this since we've changed this?" Uhm, you can, uhm, customers will tell you if it's, uhm, if you-- if you ask openly with them and have that relationship, and the better the relationship you build with them, the more inclined they are to openly tell you, as well. So you want to test and measure whatever changes you put in place to make sure that you are meeting that-- meeting the goals that-- that you've set for your customer experience in creating that the best it can absolutely be. So-- so that's what I would recommend is mapping out that-- mapping out that experience from where

to go and mapping out then all the, uhm, all the various procedures and step, I guess, things that you can do to deliver an excellent result for your customer in that buying-- buying decision. Very and it doesn't say you would-- really want to-- getting that customer feedback is paramount. Uhm, two things that-- that I absolutely-- I think just-- just critical, one is as I said customer feedback. The other thing is social proof and customer testimony or are there customers that are willing to say, "Hey, this is the best service that I have ever had." And the reasons why, uhm, because if you've got that social proof, that makes the very starting point of the customer journey very easy. So when that people are finding (34:00) you and your website or going to your website and they're saying, "Other people just like them have used your service and this is the results that they've had and this is what they've got to say about it." Really just takes a lot of the risk out of the decision making to take that next step in the journey. So that will encourage you to do that.

We're going to do some more episodes around getting effective customer-- customer social proof and testimonials as we go on through the year. Now, you may be thinking to yourself, uhm, I don't have enough-- well, there's not enough money in this transaction to do all these work, extra work to, uhm, to nurture clients or customers in this fashion. And if that is the case, then we really need to look at the structure of the product and the service that you're offering. And in a case where there's not enough, uhm, money or seemingly not enough money in the transaction, I'd like you to-- you can ask yourself really what's the cost if I don't have that transaction, you know, what's the cost to my business if I don't have that customer occurring and why up the cost of having to go and get a new customer because you haven't looked after the existing customer that you already have. So really got to do some deep thinking there if that's sort of the thinking that's coming up at this present time. Uhm, I don't have time really, isn't an excuse. I just don't think you can afford not to, uhm, to do this stuff with your customers and the customers will know the difference. Uhm, they do know the difference. They do know the difference between when someone really cares about them and someone who really digs down and really satisfies that need for them in a helpful way and a supportive way and, uhm, you know, efficient way as opposed to somebody who doesn't care and just wants to-- just sell them anything or sell the transaction (36:00) and move on. So yeah, absolutely customers will know the difference for sure.

So I'm going to put a-- as I said, I'm going to put a checklist, uhm, well, not a checklist, it's actually a template for you in the show notes that you'll be able to just, uhm, download and use. Just, uhm, it will be a Google sheet so just make sure you copy the-- copy the, uhm, sheet before you edit it and, uhm, I'll put it in the-- put it in the show notes for you and you can-- you can map out your own customer journey from there. It's just a guide just to get you started. If this is-- if this is an area of business that, uhm, that you want to develop further and I think it is something, look, it doesn't matter if you're, uhm, as I said earlier, you know, you're an online business. You might be-- you might have a blog, uhm, you know, that's just doing some affiliate stuff. Uhm, you know, but if you got an e-mail list and you're growing an e-mail list then there's plenty of opportunity to improve the customer journey along-- along the way growing that e-mail list. If you've got a physical business, again, even more so. So yeah, everyone, absolutely everyone can do this.

All righty. So I'll put that in the uhm show notes that-- that template for you but as an added bonus also I'm going to include, uhm, a 50-point, 50 IDs, worksheet for you that you can use to

add to each of the steps in the customer journey. So you can go down this list and you can-- there are 50 IDs that you can use to just make your customer experience the absolute best it can be. It's going to be free for you. If you go to businessmadeeasy.com/podcast/episode34 you'll find it in there. I'm going to put it there as a download for you. Uhm, but it's just a freebie download that you can use to improve that customer journey and improve that overall experience.

(38:00)

All righty. Well, that's all I had time for today. As I said, customer experience as opposed to customer service, you really want to do it. Create that journey to wow your customers and make it the best experience that absolutely can be and, uhm, and I'd love to hear your results and uhm please share with me anything that you come across or ideas that you've got around or implemented in improving your customer journey. Share them with me. Drop me an e-mail to Jason@businessmadeeasy.com. I'd love to hear from you. If you've got any feedback on this episode, good or bad, please let me know. If there's anything you'd like covered in the show, absolutely, please just uhm let me know. You can do that by going to businessmadeeasy.com and push the red record button, ask a question, and if I play your question on the show and answer your question on the show, I will send you a Business Made Easy Podcast two easy t-shirt, absolutely free and uhm they're pretty cool t-shirts. I wear mine all the time. Pretty comfortable, actually. And I will send that to you just by answering your question on the show. So businessmadeeasy.com, ask your question there and uhm and we will get you sorted and on your way.

All righty. That's all I had time for today and uhm whatever you're going to get up to in business this week, hopefully, it's working on your customer journey. I hope you have every success doing it and uhm until next week. I'm going to hand you over to Mia. So here's to your success. Take us out, Mia.

Mia: You've been listening to the Business Made Easy Podcast where we make business easy.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active facebook community that is free to join for business owners and entrepreneurs. You can get access here

www.businessmadeeasyfacebook.com/community

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Thank you again,
I appreciate you !

*Regards
Jason*