

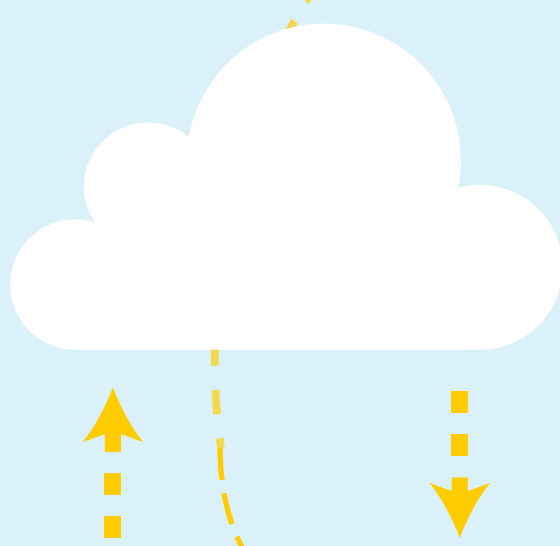
# Got the Wow?

SEE WHY UNMOTIVATED TECH CUSTOMERS ARE LESS LIKELY TO RETURN



KATE HAD A USER GROUP MEETING. SHE ONLY MADE A FEW CHANGES THIS YEAR BASED ON FEEDBACK FROM LAST YEAR'S CUSTOMERS. WAS IT ENOUGH? LET'S TAKE A CLOSER LOOK.

**8 OUT OF 10** companies say they provide a superior experience to customers.



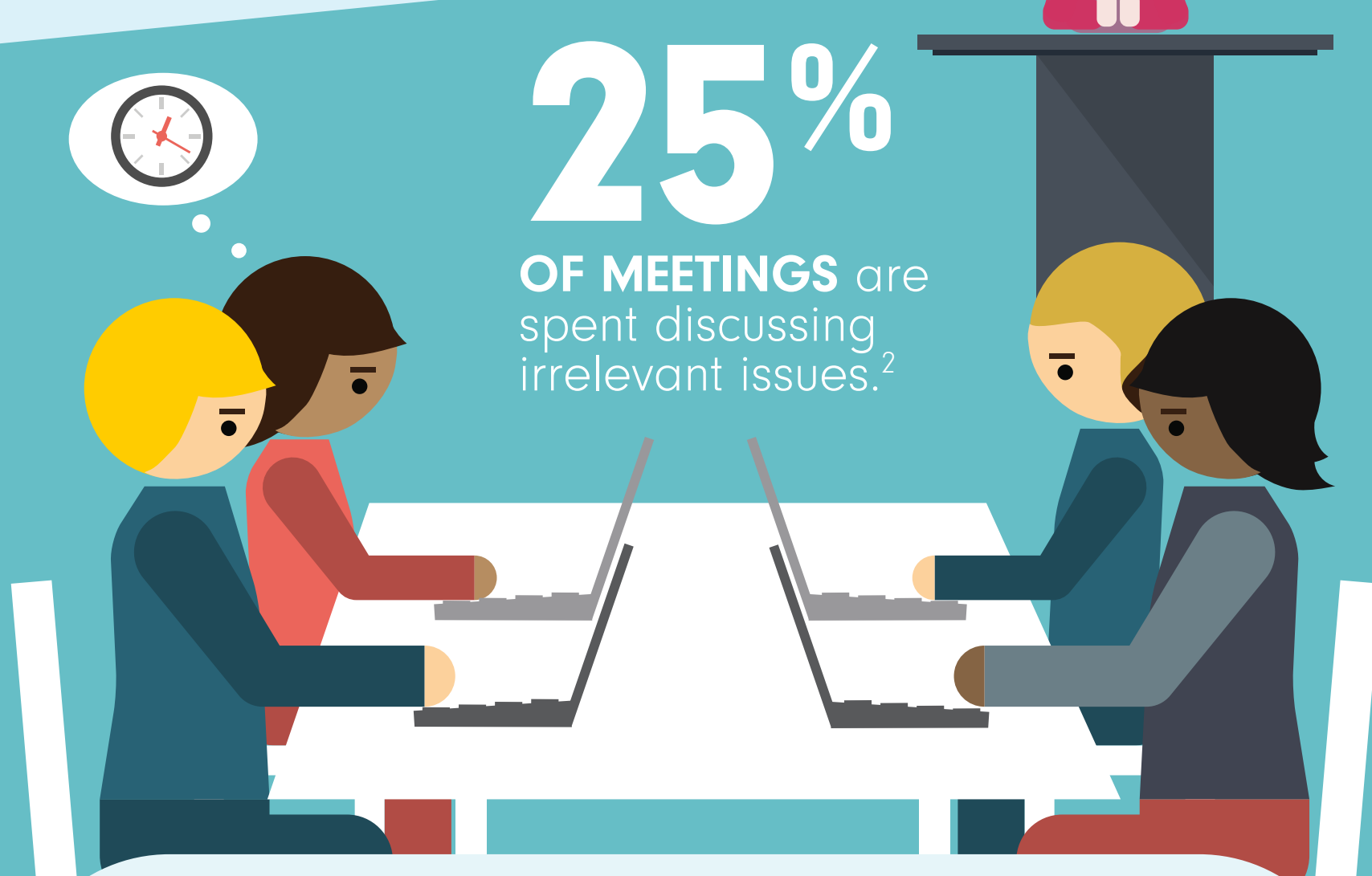
Only **1 OUT OF 10** customers say they had a superior experience.<sup>1</sup>

KATE FOCUSED ON THE LOGISTICS OF HER EVENT. What attendees really wanted was for her to focus on the content. Mistake number 1.



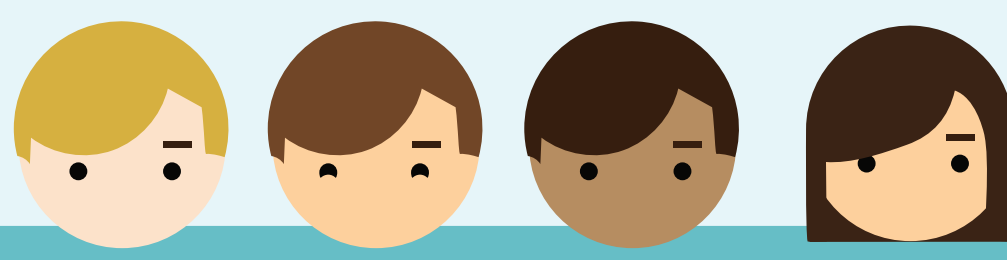
OF PEOPLE **THINK MEETINGS ARE UNPRODUCTIVE.**<sup>2</sup>

KATE THOUGHT THE TOPICS WERE ENGAGING AND INFORMATIVE. The attendees thought things were dragging like a snail.

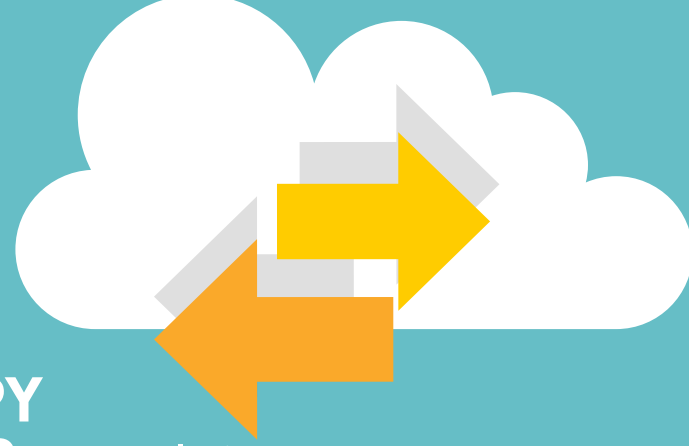


**25%** OF MEETINGS are spent discussing irrelevant issues.<sup>2</sup>

KATE NORMALLY RELIES ON WORD OF MOUTH, but her attendees gave her the silent treatment.



ONLY **3%** OF UNHAPPY CUSTOMERS complain.



**97%** JUST LEAVE.<sup>3</sup>

IF KATE PAID MORE ATTENTION TO HER ATTENDEES, her attendees may have paid more attention at her event.

ABOUT **85%** OF CUSTOMERS leave due to poor experience that may be preventable.<sup>3</sup>



KATE BELIEVED THE CUSTOMERS THAT CAME LAST YEAR WERE IN THE BAG, but she was wrong. Real wrong.

## MORAL OF THE STORY:

Not focusing on the entire Wow experience can result in public criticism from industry leaders, which could, ultimately, chase your customers away for good.

**DON'T BE A KATE. BE A WOWMAKER.**



<sup>1</sup> Source: Meyer, Christopher and Schwager, Andre. "Understanding Customer Experience." Harvard Business Review. 2007 February

<sup>2</sup> Source: Annenberg School of Communications at UCLA and University of Minnesota's Training and Development Center, 2013

<sup>3</sup> Source: Kolsky, Esteban. "Customer Experience for Executives: Topics, Issues, and Ideas on How to Do Customer Experience Better." ThinkJar, 3 September 2015. Web 7 December 2015