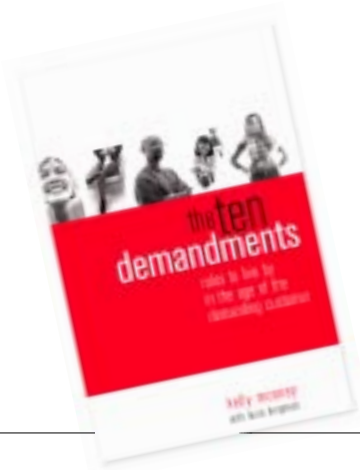

the ten demandments

rules to live by
in the age of the
demanding customer

kelly mooney
with laura bergheim



THE TEN DEMANDMENTS

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|---------------------|---------------------------|
| 01 EARN MY TRUST | 06 24/7 |
| 02 INSPIRE ME | 07 GET TO KNOW ME |
| 03 MAKE IT EASY | 08 EXCEED MY EXPECTATIONS |
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SEE HOW YOU STACK UP

The checkpoints in these evaluations reflect the key takeaways from the “Voice of the Customer” sections in each chapter. Identify where your company (you) could stand some improvement relative to your top competitor (them), and you’ll have a shot at building bridges with people who keep you in business.

You won’t be graded on these evaluations by anyone, but your customers. And if your failing them — take what you’ve learned in this book and get to work to give them what they want and demand.

DEMANDMENT 01: EARN MY TRUST – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

01 EARN MY TRUST	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
PLAY FAIR	Prices reflect good value and are competitive across the board			Prices are competitive on most products			Prices are not competitive		
LOSE THE FINE PRINT	Key info and sales conditions are prominently and explicitly communicated			Key info and sales conditions are explicitly communicated			Key info and sales conditions are intentionally buried		
STRAIGHT TALK, NOT SLICK TALK	Clear, honest claims and communications are business as usual			Honest claims and communications			Claims and communications lack clarity and honesty		
PROVE YOU'RE ON MY SIDE	Policies reflect a philosophy of customer advocacy, even if it means losing a sale			Policies reflect a philosophy of customer advocacy but execution is inconsistent			Policies do not reflect a philosophy of customer advocacy		
DON'T BE PUSHY	Questions are optional, relevant, and allow consumers to answer them at their own pace			Consumers answer questions at their own pace			Consumers are required to answer questions prior to a transaction or brand experience		
PROTECT ME	Employ a Chief Privacy Officer or equivalent to ensure consumer privacy and security protection			Employ a consumer advocate to ensure privacy and security protection, but not at an executive level			It's nobody's primary job to advocate for consumer privacy and security protection		
(ADD YOUR OWN)									

DEMANDMENT 02: INSPIRE ME – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

02 INSPIRE ME	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
CONNECT WITH ME	Stand for something meaningful that touches consumers on an emotional level			Touch consumers on an emotional level			Failure to connect on an emotional level		
CREATE THE THEATER	Offer a sensory-driven environment that invites consumer participation			Offer a sensory-driven environment			Environment lacks sensory stimulation		
MOTIVATE ME	Provide encouragement and stimulation for achieving self-enhancement or positive results			Provide encouragement for achieving positive results			Assume consumer will be self-motivated by features and benefits		
HAVE A HEART	Actively support philanthropic organization that is relevant to customers			Sometimes support philanthropic organization that is relevant to customers			Don't practice philanthropy		

DEMANDMENT 03: MAKE IT EASY – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

03 MAKE IT EASY	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
SIMPLIFY MY DECISION	Feature a well-defined offering and a framework for rapid decision making			Feature a well-defined offering			Provide too many choices		
LET ME PICK IT UP	Accept phone and online orders for pick-up at physical location			Accept phone orders for pick-up at physical location			Product purchase and pick-up cannot be separate transactions		
MAKE IT FAST OR FORGET IT	Consumers rarely have to wait and systems are in place to expedite repeat customers			Consumers occasionally have to wait			Consumers often have to wait		
MAKE IT USABLE AND USEFUL	Products or services are easy to use and consumers can't live without them			Products or services are fairly easy to use and important to consumers			Products or services are the source of confusion or frustration		
(ADD YOUR OWN)									

DEMANDMENT 04: PUT ME IN CHARGE – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

04 PUT ME IN CHARGE	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
GET OUT OF MY WAY	Provide an empowering, comprehensive, self-service experience			Consumers can transact with company with minimal assistance			Consumers cannot transact with company without assistance		
DON'T TRAP ME	Let consumers make their own path with clear access to all exits			Let consumers make their own path			Consumers are led down a path not necessarily of their choosing		
AUTOMATE	Use automated processes to ensure greater control and speed at the point of sale			Use automated processes to ensure greater control			Automated processes are not utilized to improve control and speed		
DON'T CALL ME, I'LL CALL YOU	Consumers decide how and how often to hear from company			Consumers decide how they want to hear from company			Consumers have no control over communications from company		
LET ME CONTROL MY INFORMATION	Consumers can edit their info and dictate how it's shared			Consumers can update their information and opt in and out of sharing policies			Consumers have no access to their information		
LET ME BE ANONYMOUS	Consumers have the option to shop as a guest			Consumers aren't automatically registered when they make a purchase			Consumers must register or otherwise identify themselves when making a purchase		
(ADD YOUR OWN)									

DEMANDMENT 05: GUIDE ME – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

05 GUIDE ME	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
BOOST MY CONFIDENCE	Routinely help consumers feel confident when making important decisions			Often help consumers feel confident when making important decisions			Building consumer confidence is a low priority		
KNOW YOUR STUFF	Passion and deep product expertise (spoken or instituted) stimulates desire			Deep product expertise influences desire			Fail to leverage product expertise to influence consumer desire		
SIT DOWN NEXT TO ME	Attentive listening and side by side assistance is used in lieu of persuasive tactics			Side by side assistance is used in lieu of persuasive tactics			Persuasion is the only form of sales		
POINT ME IN THE RIGHT DIRECTION	Provide helpful content, tools, or advice that leads consumers through buying process			Provide helpful content, tools, or advice			Do not provide consumers with helpful content, tools, or advice to aid the buying process		
FILTER THE NOISE	Remove communication clutter and summarize relevant information			Summarize relevant information			Provide information in excess that is not filtered for relevance		
ANTICIPATE MY NEEDS	Provide consumers with relevant, action plan and tips for staying on track			Provide consumers with relevant action plan			Focus on selling to consumers what they need today without helping them think about their needs tomorrow		
(ADD YOUR OWN)									

DEMANDMENT 06: 24/7 – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

06 24/7	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
REMOVE THE WALLS	Consumers can access information about company and get support 24/7			Consumers can access information about company 24/7 and leave a message			Consumers only have access to company during traditional business hours		
I NEED IT NOW!	Consumers have access options for making last minute purchases and out of stock items can be ordered and shipped overnight			Consumers have access options for making last minute purchases			Consumers only have ready access to a physical store inventory		
BE AT MY SERVICE	Deliver products and services to the consumers' doorstep or by other instantaneous delivery means			Deliver products and services to the consumers' doorstep			Products are not available by deliver or on demand		
IS ANYBODY THERE?	Stream-lined phone menu with wait information and ready access to a live rep			Stream-lined phone menu and ready access to a live rep			Consumers have access to cumbersome phone menu and no link to a live rep		
(ADD YOUR OWN)									

DEMANDMENT 07: GET TO KNOW ME – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

07 GET TO KNOW ME	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
THE WORLD REVOLVES AROUND ME	Company or company reps routinely treat consumers as unique individuals			Company or company reps often treat consumers as unique individuals			Each consumer is treated like the next		
LIVE IN MY SHOES	Routinely observe consumers behavior in their world to understand them better			Routinely conduct consumer surveys to understand them better			Rarely ask consumers' opinions or observe behavior		
TELL ME HOW MUCH BUSINESS I DID WITH YOU	Provide summary of annual spending and category breakdowns			Summary of spending to-date, sent upon request			Do not keep track of consumers' cumulative spending		
TAKE IT SLOW	Companies use customers' identifying information over time, and with caution, to build relationship			Companies use customers' identifying information with caution			Companies move too quickly or not at all to build the relationship		
SEE ME AS ONE CUSTOMER	Consolidated view of consumers, regardless of channel and recognition upon return			Consolidated view of consumers, regardless of channel			No integration of consumer records across channels		
SPEAK MY LANGUAGE	Avoid jargon that intimidates consumers and translate or illustrate where appropriate			Avoid jargon that intimidates consumers			Speak to consumers with jargon to intentionally intimidate or manipulate		
(ADD YOUR OWN)									

DEMANDMENT 08: EXCEED MY EXPECTATIONS – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

08 EXCEED MY EXPECTATIONS	EXCELLENT		GOOD		POOR		ACTION
	YOU	THEM	YOU	THEM	YOU	THEM	
OVERCOMPENSATE	Services and features are in place to make up for channel or competitive deficiencies or weaknesses		Concerns over channel or competitive deficiencies and other weaknesses are addressed when consumers report them		Unresponsive to consumer concern over channel or competitive deficiencies and other weaknesses	
DO MORE THAN YOU SHOULD	Overdelivery is a shared philosophy that empowers the front lines in the company		Overdelivery is important in special circumstances		Overdelivery is only a consideration after everything else is taken care of	
SURPRISE ME WITH EXTRAS	Extras are designed to delight consumers even when things went right		Extras designed to appease/please consumers when something has gone wrong		Extras are not part of the program	
UNCOMMON COURTESIES	Employees willingly extend apologies and have definitive guidelines/allowances for satisfying a customer on the spot		Employees extend apologies and have definitive guidelines for making amends		Employees do not have definitive guidelines for making amends	
(ADD YOUR OWN)						

DEMANDMENT 09: REWARD ME – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

09 REWARD ME	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
ACKNOWLEDGE MY VALUE	Program in place to reward consumers for big or frequent purchases			Occasionally reward consumers for big or frequent purchases			No reward for high-spending shoppers		
MAKE MEMBERSHIP MEANINGFUL	Membership benefits are reliable and program adds value to the relationship			Membership program adds value to the relationship			No clear value in membership		
ROLL OUT THE RED CARPET	Consistently acknowledge consumer loyalty with a system of perks or upgrades			Randomly acknowledge consumer loyalty with occasional perks and upgrades			No acknowledgment of consumer loyalty		
LET ME LEARN IT THE OLD-FASHIONED WAY	Create tiered program that encourages and celebrates achievement			Create tiered program of rewards			No tiered reward program in place		
REWARD ME WHEREVER I GO	Reward system is seamless across channels and can be easily accessed by customers in all channels			Reward system applies to all channels but can not be accessed by customers in all channels			Reward system is channel-specific only		
MAKE MY WORD OF MOUTH COUNT	Consumers get perks from referring friends and the friends get a perk or discount for first purchase			Consumers get perks from referring friends			Consumers don't get perks from referring friends		
GREAT GIFTS ARE GREAT REWARDS	Give consumers gifts that they perceive to be of high value			Give consumers relevant gifts			Giveaways are neither relevant nor desirable		
(ADD YOUR OWN)									

DEMANDMENT 10: STAY WITH ME – SELF EVALUATION

See how you stack up! First, identify how your company (YOU) rates. For each sub-Demandment, put a (check) in the Excellent, Good, or (gasp!) Poor column. Next, identify how your top competitor (THEM) rates, but use an (X) this time. When you've finished, review all of the sub-Demandments and pick the two or three that are most crucial to your business. Then go to the Action column for these sub-Demandments and jot down key steps for improvement. Now get busy, you've got work to do!

10 STAY WITH ME	EXCELLENT			GOOD			POOR			ACTION
		YOU	THEM		YOU	THEM		YOU	THEM	
IT'S NOT OVER 'TIL IT'S OVER	Make returns hassle free returns including gift returns and issue immediate credit			Accept merchandise returns, including gifts			Move on immediately after the transaction		
KEEP YOUR PROMISES	Make promises for follow-through that are kept and guaranteed – always, across all channels			Make promises for follow-through that are kept and guaranteed – always			Promises are not guaranteed		
GIVE ME AN OUT	Clearly communicate to customers easy options for canceling transaction or relationship with company			Let consumers cancel transaction or relationship with company, if necessary			Don't accept cancellations		
KEEP UP WITH ME	Provide a way for consumers to easily update their information or file complaints or suggestions			Occasionally get in touch with consumers to verify their information, see if they have concerns or suggestions			Don't check in with consumers		
BE THERE FOR ME	Evolve to meet customers' ongoing needs with innovative products and unrelenting helpfulness			Always ready with unrelenting helpfulness			Relationship is weakened between transactions		
(ADD YOUR OWN)									