

Sweat the Small Stuff

by JoAnna Brandi

I know there are popular books out there telling you not to sweat the small stuff – but I’m telling you that when it comes to your customers – ***you should sweat.***

Walt Disney once said, “**There’s no magic to magic, it’s all in the details.**” How right he was. He understood what it took to create the magic - hundreds of small, seemingly insignificant details repeated perfectly day in and day out to build a “Fantasy world” experience – a world that had never before existed. Fueled by his fantastic vision he took some empty land and some imaginings and created an all-new reality.

What’s the reality of your customer experience? What are the dozens and dozens of details in your business that would make it ideal?

Let’s take a look, beginning with the prospect experience:

_How much time and energy does it take to find out about you? Can potential customers find you easily in directories, on the web, or through your professional associations? Does your site work well?

_Do you make a positive impression with your logo, your tag line, your welcome page? Is your phone system easy to navigate?

_Do you give the customer the impression that it will be a joy to have them as a customer when they do buy? Do you make it easy to buy? Do you say “thank you?”

After a prospect has bought from you and become a customer, what do you do to make sure they’re using your product or service in the ***best*** way for their unique needs?

_Do you make it easy for them to find information and to ask questions? Do you have maximum response times for answering emails and phone messages?

_Are your phone messages kept up to date and changed daily or weekly so customers won’t wonder whether you’re “away from your desk or on the phone?”

_Are you accessible both physically ***and*** emotionally?

Details...details...details... They’re critical to the success of every experience you provide for your customers and prospects. Look at the ‘ordering’ experience, the ‘calling’ experience, the ‘returning’ experience, the ‘browsing’ experience, the ‘après sale’ experience. ***You get it.*** Go make a list of ALL the details and ask what you can to make them each a little better. Get the whole team involved. ***Put yourself in Walt’s shoes and create some magic!***

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