

HOW to Guide for Real Estate Companies looking to create

WOW!!! Customer Xperience.

WOW!!! Customer Xperience Creation Plan

- *Sunil Gandhi*

( Words of ) Caution:

This white paper is not for EVERY entrepreneur engaged in the business of real estate. Only those entrepreneurs who CARE for their Customers more than their share holders & who has PASSION for their BRAND , want to leave their mark on this world , would find this paper highly **exciting and actionable.**

This is to engage entrepreneurs known as BUILDERS more with their CUSTOMERS. It is to INGITE their PASSION for CUSTOMERS. It is to make professionals engaged in this industry aware about WHAT can happen vis a vis WHAT is happening. Generation NOW is Generation WOW!!

Owners who think that Customer Xperience is a Marketing & Sales Function may not find this document worth their time. Even those who think that BRAND building is something different than Customer Xperience will get a JOLT with this paper. Companies like Starbucks, Virgin & Southwest Airlines, Zappos.com , Yes & Commerce Banks of the world run on the principles { established by the man @ TOP } stated in this paper.

I wrote this primarily to sensitize entrepreneurs engaged in this industry to the TWO realities:

- 1) Assets, BUILDERS create stay in the balance sheet of CUSTOMERS for longest tenure and in most cases are of highest value.
- 2) Assets, BUILDERS create are purchased with CUSTOMERS' hard earned huge savings of the past and borrowing against future earnings of longest tenure.

I have broken my paper in Six (6) episodes:

- 1) What is Customer Xperience?
- 2) Why Real Estate?
- 3) Deterrents to WOW !!!
- 4) Compulsions to WOW !!!
- 5) Advantage of the Initiatives
- 6) How to ACTiON these initiatives

Here I go.....!!!!!!!!!!!!!!

# 1 Customer Xperience – What is it?

Businesses compete on Price & Differentiation & in the case of real estate on Location also. Author duo Pine & Gilmore, Father of Xperience Economy Concept defines businesses like ;

## Work is a THEATRE & Every Business is a STAGE.

We have progressed from COMMODITY to GOODS to SERVICE to XPERIENCE economy.

Table below will explain the difference @ a GLANCE.

Economic Progression	Commodity	Goods	Services	Xperience
How to Offer	Extract	Make	Deliver	Stage
Key Attributes	Natural	Standardized	Customized	Personal
Nature of Offerings	Fungible	Tangible	Intangible	Memorable
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest

Display -1

No need to mention pricing power shifts towards seller as we move upward from commodity to Xperience.

But ..... after all what is Xperience is all about ?? It's about engaging five senses, engaging individual, it about creating **delight and memorability**. To turn (& learn) a service into an Xperience, provide poor service. That will give an idea of what better or **WOW !!** and memorable Xperience could be. It's about reducing Customer sacrifice and adding to pleasant Customer surprise and suspense. It's about engaging with CUSTOMERs with our offerings.

HOW different are your processes to that of your competitors? You may have different location, different style product catalogue, different payment patters. But visible and comparable differentiation ends there.

Any work a Customer observes directly is an ACT of theatre. Businesses must figure out HOW to make work whether performed on stage or off, more engaging. It's not about entertaining Customers but about engaging with them. The ACT of acting differentiates memorable Xperiences from ordinary activity.

**Customer Xperience starts from pre buying stage and ends beyond closure of sales transactions. However in the case of Real Estate Companies it is life time relationship as Customer pays substantial life time earning to buy house & use the asset for maximum number of years.**

Delight & Memorability of Dealing i.e. not only buying transactions but during the occupancy of premise for respective purposes. It's a life time value:

- Pre Buy – Why should one buy
- During Buy – Brand Promise
- Post Buy - Existing Customer (till the buyers' occupies the property)
- Even exit & relocation. – We do things differently

What Real Estate Home Builders does with customer post buy is the real test of customer culture. Post buy activities and engagement is the real value for buyers and for long-term visionary entrepreneurs its hugely valuable. Longer is the association and engagement, higher are the benefits. It builds BRAND, it offers referral business, it shortens sales cycle, it earns premium for them. {However in reality this is miserably missing in most cases.} Most of the companies have limited interest in customers i.e. till sales done.



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## 2 Why Real Estate

We spend not so significant amount of our earning on air travel and hotels i.e. hospitality. However they treat their Customers like REAL Guests. Reasons may be they want you back and again back and also refer our acquaintance to them. Goods worth 1% of the value of home offers guarantee and warranty for 1 to 7 years. However sadly no such guarantee and warranty or hand holding for one of the costliest assets in the world. !!!! Real Estate Assets may be a life time investments in the asset class, so builders may not expect repeat buy from existing Customers. However still it matters MOST for the companies to provide scintillating Customer Xperience. Reasons well,

- Most Important & Costly Assets in our Balance Sheet – Most Important Buy Decision of life time.
- Emotional and Family Decision – People LIVE and spend their life in the asset builders built.
- Mostly acquired by discounting future earnings through loans – People spend their substantial future income to buy HOME. People sacrifice other necessity and comfort to buy their own HOME.
- Place of doing Business for all of us – Commercial RE – Offices are place to do business and earn livelihood. People spend most number of their working life here.
- Huge referral Value – Due to the factors stated above, this decision has HUGE and substantial referral value. Existing Customer referral and Xperience matter most.

Considering the POCKET share of CUSTOMERS it occupies, companies in Real Estate Sector are the FIRST qualifier to offer memorable Xperiences. However in reality this industry is nowhere near top 10 WOW!! Xperience providers.

Entrepreneurs who are in this industry with long-term {long-term is incessantly becoming shorter in the e-economy we live in} VISION , wants to be recognized along with other industry for their best practices, want to be known for all the GOOD reasons – Quickest route is through CUSTOMER Xperience WOW!!!!!!



Home is the most Costly Asset acquired in a lifetime by discounting  
life time earnings.



# 3

## Deterrents

### 3.1 Tone & Focus @ the Top

Unless man @ the Top is interested in his CUSTOMERs, in his Brand Promise, has passion for Customers, want to give something more, want to give the best what is possible, interact with Customers periodically, keep right people in charge of Customer Xperience – Customer culture will not percolate down in the organisation.

Mostly (Invariably) in this industry man at the TOP is least interested in Customer services, forget superior Customer service. There is a reason also behind this callous attitude. No mindset to BUILD enduring BRAND, Mindset of “my margins are huge, buyers have no power to act against my MIGHT, I have only few flats to sale, there is scarcity where else Customers will go, once in a life time buy hence no/hardly any need for repeat Customers & blha blha blha.”

**Culture percolates from the TOP. Always.** {even in the case of governance JRD and NR Narayanmurhy are the shining examples. So is the case of Customer Xperience}

### 3.2 Different Priority – Fire Fighting

TOP man is generally engaged in two critical activities i.e. buying land and raising money. These requires lot of mind share therefore rest all is of hardly his interest. This is another reason Customer Culture hardly percolates from the TOP. Man in charge will have his way of doing as far as Customer Xperience is concerned .It keeps changes as per the person managing it. **No Culture, No Processes, No Priority & No Brand value to Protect.**

### 3.3 Few Customer facing people

Since there are very few Customer facing people, Most people in the organisation thinks that I am not in direct touch with the final Customer how can I WOW !!! my Customer???. They think I am sitting at the corner of the office in of accounts or purchase department. I even don't see my Customers. WOW !!! is not for me. No motivation for superior Customer Xperience.

### 3.4 No measurement of how it will impact – top n bottom lines

Usually there is no measurement of impact on top and bottom line of Customer Xperience initiatives. It is said in management parlance, no measurement no attention. However why do we need measurement of impact. It not common senses that any good acts add to the brand value, add to the positive Customer referrals. When we eat good, we naturally have good effect on the body, when we wear trendy cloths, we feel confident, when we do good work we feel good likewise when we create and out of the way and talk of the town Customer Xperience it invariably works. It's about HOW we are &

WHAT we stand for. { However it works on top and bottom line {both}.}



Unless man @ the Top is interested in his CUSTOMERS, in his Brand Promise, has passion for Customers, want to give something more, want to give the best what is possible, interact with Customers periodically, keep right people in charge of Customer Xperience – Customer culture will not percolate down in the organisation.



# 4

## Compulsions

### 4.1 How else u differentiate

Yes, How? Builders may not have Location level competition but they surely have competition at broader level. People do pay premium for location but they would pay more premiums if Brand is trustworthy and known for Customer friendliness. People ultimately like to deal and are dealing with PEOPLE. Today with the emergence of social media, people communicate with each other and know about the BRAND before committing any money. CREDENCE of the builder is the MOST critical determinants for any home buyers as far as home buying decision is concerned. How better can it be built than by superior and memorable Customer Xperience?

### 4.2 How else will u build a BRAND

Yes, HOW? Brand is not stationery or logo or website or color of the letters. Its only about CUSTOMER Xperience. Imagine a BRAND you cherish the MOST (irrespective of the category) and think of WHY of your likings. It's ALWAYS about how it makes you feel. Using soap LUX will make u feel someone (star) who is promoting the same, going to CCD will make you feel relaxed, nice ambiance and aroma of coffee will make you at ease, travelling through Indian Airlines { Other side of Xperience } make you feel tense about timing, service , cost and everything else, on the other side travelling through Jet or Kingfisher will make you feel better , confident and relaxed.

Likewise in all the products and services we consume HOW we feel before, during & after consumption make the BRAND what it is. We need to capture and be pleasantly present at all these touch points.

### 4.3 How else will u survive

Yes, How?

Today anything good or bad will get published not only by media but by everyone, yes everyone has become a publisher. Social Media is used by HUGE number of people and this number is changing by millions almost daily. Everyone wants to publish and if companies are not offering them something through WOW!! Xperience they will fund something of their own and keep publishing. They wants to share, offer them good things to share by design or else they will share whatever they think is worth publishing about the BRAND they consume.



Flipside of this is if companies create better and superior Customer Xperience that also will get published and published more passionately by users. It will spread; Customer will refer your brand, and talk about the Xperience (feel) it creates for the consumer of the brand's essence, & REMEMBER, we buy most things blindly { well , almost } if referred by dependable source. When stakes are so high {investing millions of rupees in under construction project} refer-ability of the Brand is all the more critical for BUILDERS.

When Real Estate industry is facing social crisis of being known as MOST corrupt industry (as per recent KPMG Survey), governance practices and **scintillating** customer experiences are the TWO things which can change the people perception about the industry. Isn't present generation of real estate entrepreneurs OWN this responsibility?



CREDENCE of the developer is the MOST critical determinants for any home buyers as far as home buying decision is concerned.

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## 5

**Advantage of the Initiatives**

Well, increase in Top line, bottom-line and BRAND power, Customer awareness and lower sales efforts and TAT are the few advantages. { Of course GREAT satisfaction, invite from B Schools, Media (free) Attention, are added advantage }

<b>Increased speed of sales</b>	<b>Yes, when referred by existing Customer, sales becomes easy and quicker. To make someone referral offering WOW !! Xperience matters.</b>
<b>Efficiency gains, i.e., more sales with less effort</b>	Yes, people now ask others, go online, ask colleague, use social media and take decision. Superior Customer Xperience always spread like fire through various channels. People will become BRAND spokes person.
<b>Added flexibility, such as lifting prices in response to demand</b>	Yes, when Customer are coming and deciding prior to visiting the site through referred channels, pricing power shifts to seller.
<b>Lowered risks of wasted marketing rupees</b>	Yes, need to go for blind advertising in media not relevant stops. Investment in Customers will take care of sales steps and future Customers. Its WIN WIN WIN for Customers, builders and referred Customers.
<b>Increase Loyalty, More referrals, More Positive Word of Mouth</b>	Yes, People like to recommend and refer superior brands. Once Xperienced WOW!! , everyone wants to share their Xperience. This not only builds brand but increase loyalty, more sales and referrals.
<b>High Net Promoter Score ( Chk 6.5 below)</b>	Yes. More and more people will promote the BRAND , remain not only loyal but recommend product too.

**Display -2**

# Intermission

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## Some (ir)relevant Quotes

Corporate Value Statement – “We respond to customer concern with PASSION and RAPIDITY and RESOURCES in ways that STUN-AMAZE-OVERWHELM those customers 100 percent of the time”

2 of the 10 Core Values @ Zappos.com – 1) Deliver WOW !! through Service 2) Create Fun and Little Weirdness .

# 6

## How to Steps

### 6.1 Passion @ the TOP:

"We see our Customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the Customer Xperience a little bit better." Jeff Bezos – Amazon.com

Have Passion for Customers FIRST. Builders themselves are exposed to the world's best of Xperiences. Those best Xperiences must influence their thinking and must be applied to their own business. PASSION for CUSTOMERS @ the TOP is a pre requisite. It's about culture, its about making enterprise TALK of the TOWN, Its about making your ACTs IMMORTAL. Companies like Starbucks and Zapoos.com , Commerce Bank are led by their CEOs to make it known for creating WOW !!! Customer Xperience. Their CEOs are in-fact C E(x) Os. { Chief Xperience Officer }

Unless tone @ the TOP is about CUSTOMER, unless in every meeting CUSTOMER is the prime focus of the agenda, unless Customer concerns are top priority, unless Customer facing people are treated like VIPs , next step will be difficult and end result can never be achieved.

Having set the tone at the Top, next step is to have full time fully accountable CExOs in place. Chief Xperience Officer. Apart from CEO no one in the company has complete 360\* degree view of the Customer journey. { CEOs has x number of items on the agenda apart from Customer seeking his priority – though sometime misplaced priority }.

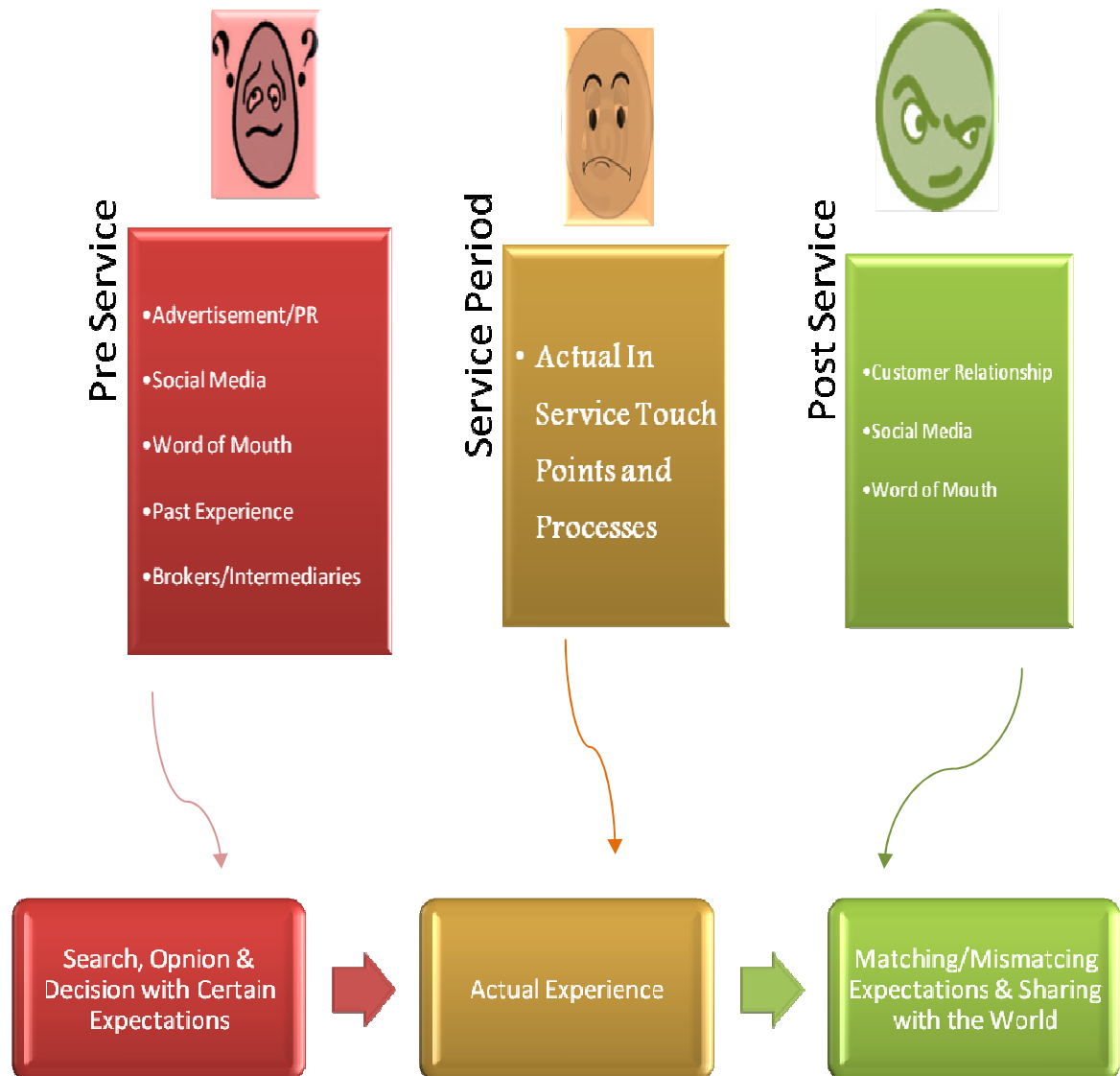
Therefore someone fully devoted to manage and create Xperience during Customer journey with the BRAND is 2<sup>nd</sup> most critical step.



Companies like Starbucks and Zapoos.com, Commerce Bank are led by their **CEOs** to make it known for creating WOW !!! Customer Xperience. Their CEOs are in-fact C E(x) Os. {Chief Xperience Officer}



### Customer Journey Canvas



**Display 3**

## 6.2 Have Strategy

*“Design is not just what it looks like and feels like. Design is HOW it works.”- Steve Jobs*

Every movie requires story (drama) and then script to make it presentable in audience consumable form. Likewise every business has Business Strategy and Processes to Execute Strategy. Customer Xperience requires strategy and proactive DESIGN. It will not happen of its own { In a way every Xperience is an Xperience }. But when we want it create WOW !! Xperience every time , it has to be designed.

▲ WHAT will happen at every touch points?

- ▲ WHAT & HOW of company advertisement/marketing material/sales approach.
- ▲ How of Customer facing people, their training, ongoing training, their uniform, vocabulary etc, etc.
- ▲ How of project sites – sample flat, people skills, approach road, Customer welcome, Customer transparency etc.
- ▲ Prospects, Customer and After Sales, Existing Customer Strategy & Customer Life cycle strategy
- ▲ Construction of Flats /Office /Shops – Design Strategy.
- ▲ Amenities Strategy, Customer Complaint Handling Strategy, Customer Communication Strategy
- ▲ Formation of society , conveyance, post society formation support etc strategy

Carefully/thoughtfully crafted CUSTOMER Xperience strategy is vital once tone at the TOP is of WOW Customers!!!

### 6.3 Have People

People are the backbone of every enterprise. Without people buy in of any concept or initiatives it will MOST probably fail. People MUST be made aware about critical role they play in Customer Xperience creation. There is a huge mis-conception that only front line people can touch the Customers.

Most people in the organisation thinks that I am not in direct touch with the final Customer how can I WOW !!! my Customer??? They think I am sitting at the corner of the office in of accounts or purchase department. I even don't see my Customers. WOW !!! is not for me.

If an accountant makes a mistake on tallying accounts or adjusting Customer payment to his account he is impacting Customer Xperience. If a purchase manager is not buying right quality products , right time he is impacting Customer Xperience. Every organisation works for CUSTOMER and hence every activities performed anywhere have an impact on Customer Xperience. Everyone therefore can influence ( is influencing ) Customer {external} Xperience. If anyone thinks that his/her action or inaction not going to impact the Customer XPERIENCE, he/she is not relevant for the company.

If you wish to WOW !!! our Customer, WOW!! person dependent on your work by giving not only best of you but more than what is expected. { going out of the way to make his work easier , faster and even beautiful }

Bottom-line: Blue Ocean creation for the company. {Unbeatable competitive advantage}

People participation, people training, people map display about HOW everyone is touching Customers, people happiness policy everything is CRITICAL in creating WOW!!!! Customer Xperience.

Many a times they are not exposed to superior Customer Xperience provided by some other industry like airline or hospitality. Exposing them to these Xperiences can also add value and change their perspectives. People deal with the people. Relationship marketing is very effective way of marketing. Therefore social skill, attitudinal and best practice training across the organisation is a MUST.

### Xperience Map – Site Visit Take -1

Steps	1	2	3	4	5	6	7	8	9
Customer	Call to Know Location and Timing	Walk In	Reception Inquiry	Goes to Waiting Area	Meets Sales Rep	Goes to Meeting Room to understand the Product	Visits Show Flat	Meeting Senior Sales Manager	Exit Feedback Form
Customer Facing Person		Security	Receptionist	Office Boy	Sales Rep	Sales Rep	Sales Rep	Sales Manager	Receptionist
Back Stage Person	Call Centre Executive								
Business Processes in Action	Training and script of executive, response time	Site Visit Location Help policy	Receptionist Training Staff Coordination	Welcome Policy Turnaround Time (Waiting Time)	Sales Rep Soft Training	Sales Rep Product /Corporate Training	Show Flat Policy (Quality)	Payment Terms, Options,	Feedback Form Design and Type of Questionnaire
Physical Evidence		Location Guidance Sign Board	Site Office Office Layout Reception Area	Waiting Sitting Arrangements	Attire Language	Meeting Room Layout Support	Design of Flat, Fittings, Design of Interiors, Safety Arrangements		

{ Its not only frontline people , its everyone at every stage and process touches the Customer- direct or indirect}

Display 4

In Real Estate Industry Intermediaries play very important roles in sales process. Train them for sales, soft skills, attire, and support them to improve their overall business. {not just brokerage ,

some schemes benefits & launch parties at 5 star hotels}. Invest in them. They are company's extended arms and brand ambassadors. Take genuine interest in their over-all developments.

#### 6.4 Have Processes Reengineer

*“Obsess about Customer needs, not product features” Bruce Temkin*

People and processes are the two basic ingredients for every activity organisation does. It's process stupid most of the time. People are helpless courtesy: Processes. Processes are written considering many aspects like control, risk, cost, resources etc etc except may be CUSTOMERS. Every Customer facing and even other processes require reengineering to make it Customer focus.

Over the period of time many other elements creep in to the processes & they even lose business focus. Business processes are the lifeline of any business and if CUSTOMER is not seen while conceiving & drafting of the same, it will naturally give CUSTOER Xperience but only ORDINARY.

Have an element of surprise and delight in everything planned and designed. When expectations are exceeded experience becomes memorable and delightful.

Therefore while people are being trained , refreshing of processes keeping Customer and WOW !!! Xperience in mind is prerequisite for superior and BEST in Industry Customer Xperience. { Chief Xperience Officer is a part of process reengineering team }

#### 6.5 Have Measurement

People say in Management parlance that when it's not measured its does not matters. However it does not apply to Customer Xperience Design. It's the SOUL of the business. What is to be measured is that whether the SOUL is reaching out to the Customers? Efforts to reach out and deliver Customer Xperience can be measured. However there is way in which we can know whether the entire enterprise DRAMA is working or no by way of **Net Promoter Score**.

NPS is based on the perspective that every company's Customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question — How likely is it that you would recommend [Company X] to a friend or colleague? You can track these groups and get a clear measure of your company's performance through its Customers' eyes. Customers respond on a 0 to-10 point rating scale and are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fuelling growth.



- **Passives** (score 7-8) are satisfied but unenthusiastic Customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy Customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company's Net Promoter Score (NPS), take the percentage of Customers who are Promoters and subtract the percentage who are Detractors.

**Challenge is to improve these score. ONLY way to do so is through better and better Customer Xperiences.**

### 6.7 Touch Points

Customer Xperiences are Xperienced at TOUCH Points. A touch point is defined as all of the communication, human and physical interactions your Customers Xperience during their relationship lifecycle with your organization.

A touch point can occur in different locations and can involve different people. It could include sales men, Customer service representatives, project managers, call centre executive, project site, legal team, project brochure, etc. The actual touch point could occur in any number of places: web site, informal location/meeting or sales office. Touch points are important because Customers form perceptions of your organization and brand based on their cumulative Xperiences. Fortunately, you have the opportunity to shape this Xperience.

Why is this important? Before you invest time in understanding touch points, you must first understand your company's brand promise. For example, if a homebuilder, is targeting starter homes/first time homebuyers, it may decide to tailor the brand promise around four tenets:

- Excellent value for the money
- Ease of home ownership
- Low life cycle cost
- Family-friendly communities

Simply stated, each one of these tenets must be fulfilled during the Customer Xperience. In effect, you are designing the Customer Xperience to support these tenets—which in turn supports your brand. Brand promises are Xperienced and compared /evaluated at touch points.

Therefore WHAT will happen at each of the touch points requires careful DESIGN of Xperience at each of the touch points.

**Examples of some of the Touch Points:**

- ▲ Company Advertisement , website, project brochure
- ▲ Site , Site Visit Arrangements, People & Visual at Site, site direction en-route etc
- ▲ Office Receptionist, Sitting Area, Welcome Skit and Ways of handling from receptionist to salesmen.
- ▲ Sales team attire, conduct, language, attitude, product & customer knowledge.
- ▲ Sample Flat design , material used, explanation about the promoters and project
- ▲ Payment and Support Mechanism
- ▲ Feedback Form, Follow Up, Call Centre Speech, response time, knowledge of the product & procedures
- ▲ Handling of Booking, periodic site visit, payment related communication and status updates
- ▲ Home loan , legal & transaction Help
- ▲ Possession Processes, Actual Possession Day Event
- ▲ Post Possession initial hand holding
- ▲ Any such extra events on complete possession or majority occupants possession
- ▲ Society Formation and Support thereafter, accounts settlement with the society
- ▲ Conveyance related action and guidance
- ▲ Support , help & engagement on an ongoing basis to individual members & society

{ Even on broader terms HOW you design flats , materials used, building, amenities, open space and other facilities are also critical touch points. }

This is non exhaustive list. Many more creative touch points can be added or created to remain in touch with the Customers.

Touch Points Visualisation, experiences at each of the touch points & design of such experience at each of these touch points i.e WHAT will happen at touch points requires detailed DESIGNing. **Check also Display 4 above.**

**Note: Starbucks measures store visit Xperience on the basis of 19 touch points from entry to exist of the store.**

## **6.8 Social Media (SM)**

Reason 1- 78% people Trust Recommendations of other Consumers and only 14% Trust Advertisements.

Reason 2 - Well after China and India , Face book is the most populated in the world. { Face book is only one of the many SM platforms }

This is a boon {in case Xperience is pathetic, it can be bane, very bad brand killing bane} for real Xperience creators. Words here spread fast and at very low cost. Unlike other media, this media platform need to be monitored and should have dedicated strategy and team. This is because everyone wants to publish on social media. If your company offers them some WOW !! Xperiences worth sharing, it will be ADVANTAGE your company or else they will share whatever Xperience bad /ugly on the SM platform.

Face book to LinkedIn to Twitter to Blog to You Tube it comes with many shapes and varied reach. Companies have started using this for many purposes. Customer Service, Product Launch, Xperience Sharing, Quick Response, Information & Education & even recruitments are some of the area where companies can think of using this powerful new age media.

For Real Estate companies usages could be ;

- ▲ Customer Services/Queries
- ▲ Customer Complaints
- ▲ Product Ideas ( Location, amenities, rooms, etc)
- ▲ Education and Awareness on Issues of relevance – NRI, Will, Maintenance, Home Loan Nuances, Taxation and Capital Gain, Area Updates, etc etc many great content can enrich Customers life. This spreads and BRAND become popular among prospective Customers.
- ▲ Offer genuine Help in the area of your domain without bombarding marketing messages.
- ▲ Online Events for FANs
- ▲ Many such idea can be found from people within the organisation

Of course end results could be low cost on advertisement, low sales efforts, lower sales cycle, higher sales and better brand awareness. It's a place to be exploited. Complete and dedicated Social Media Strategy and Action Plan – A MUST.



**5 key Principle of Starbucks that transform ordinary into extra ordinary experience.**

- 1) Make It Your Own 2) Everything Matters
- 3) Surprise & Delight 4) Embrace Resistance 5) Leave Your Mark



In Nutshell:

- ▲ TOP level Commitment { Imbed in corporate culture }
- ▲ Appoint Chief Xperience Officer { Empower him too, too much }
- ▲ Re-imagine Business Processes & Retrain (sensitise) People  
(ignite their passion) [@ All levels ]
- ▲ Design Touch Points Xperience { Xperience it yr self  
periodically , whether you would buy your own products/service as a  
Customer ? }
- ▲ Now it's time to go public. Yes go Social Media and use  
it astutely without bombarding with marketing  
messages. [ People want help ,support & Insight from genuine  
companies not from aggressive marketers. ]



{ @ d end of d day it's the duty of every CEOs to make customers , **RAVING FANS** of the brand they represent }

### Feedback Occurrence:

(We seldom get Customer feedback, hardly work to look in to the same, last but not the least do not know what to ask)

- After First Site Visit ( To know first impression – Very Critical )
- Post Sales Closure ( To know what made them buy and whether any negatives in the process )
- Post Possession ( To know ultimately HOW company fared vis a vis promise and HOW company behaves once the sale is done)
- Post 1 Year of Residence (After Sales kind of feedback. It is about quality of work, fittings, expectation mismatch, What more etc )

Then only we know HOW the company is performing at each of the stages. Don't just keep or give the form , motivate them to fill and get it from the Customer at every stage. It should be a part of the process, audit and step **1** for improvements.

Get as much information informally from social media platforms, informal meets, intermediaries and events. Voice of Customers is critical starting point to DESIGN better CUSTOMER journey i.e. Xperience.

{ Some of the feedback Questions: (to be used @ different stages)

- ▲ What difficulties you face to find the location and reaching here?
- ▲ Were people you interacted with equipped to handle your requirement?
- ▲ What according you were the happiest as well as painful moments during your entire HOME buying process ?
- ▲ Why are you happy or otherwise with your decision of buying home at our project?
- ▲ Are the fittings and materials used in your flat up to the expected standard?
- ▲ What accordingly to you could have need better done by us during design and selection of materials in your flat?
- ▲ What are your expectations from us for better management of your home & society? }

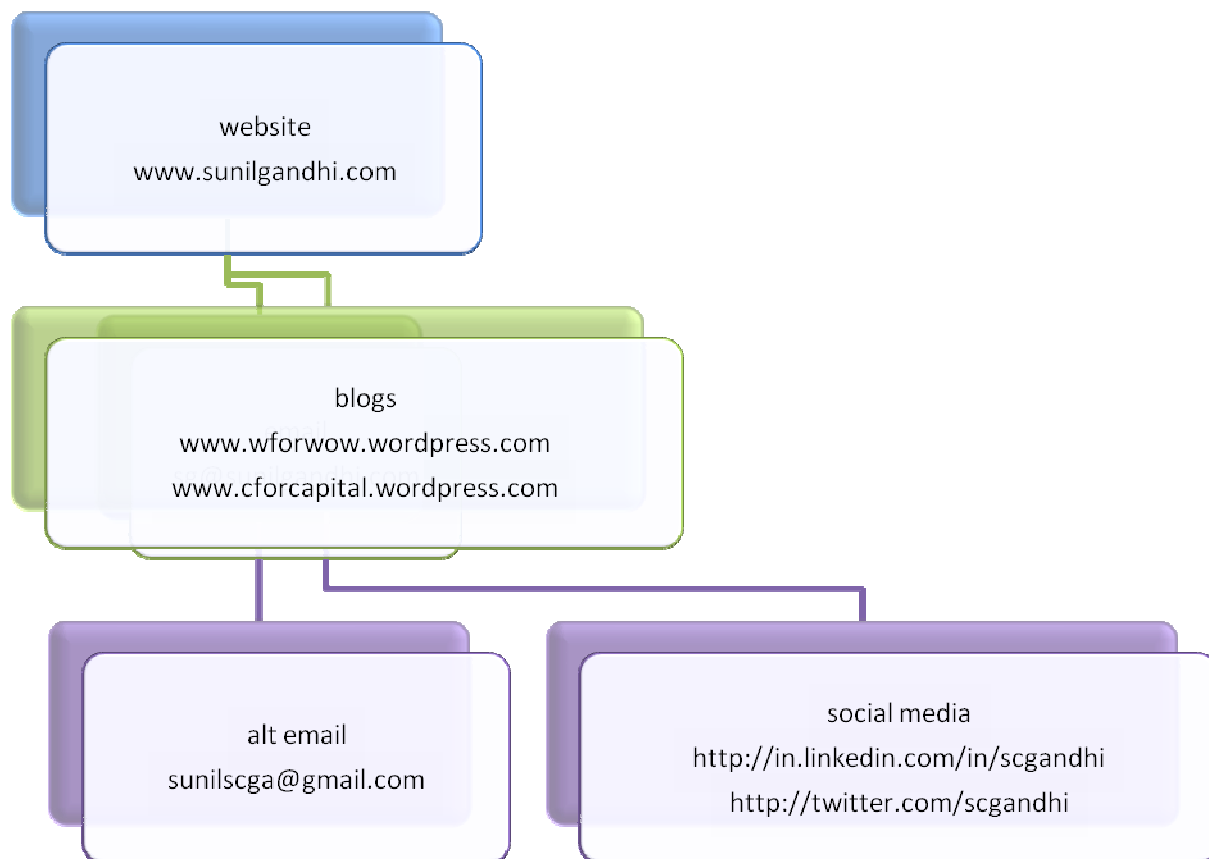
**Customer Centricity Culture Assessment Questionnaire**

1	In our every board meetings substantial time is spent on Customer Xperience with our Brand/Touch Points?	True Always/Mostly/Rarely/Never
2	We have Chief Xperience Officer in place to design and manage end to end Customer Xperience for our Customers.	No / Yes
3	Chief Xperience Officer is a part of board/top management meet?	No / Yes / Sometimes
4	Everyone (irrespective of dept) in our organization is aware of how their action and inaction will impact Customer Xperience.	No / Yes / May Be
5	We listen to our Customers in many different ways. There are surveys, calls, interviews, feedback, etc	No / Yes / Some
6	We have ample and all medium open to receive Customer complaints. We are available easily when Customers have trouble or complaints against us.	No / Yes/ Don't Know
7	We track Customer Xperience with our touch points regularly.	No/ Yes/ Rarely
8	Our employees are happy with our companies. We found this during our Customer happiness surveys.	No / Yes / May Be / Don't Know
9	Our CEO meets our Customers (Existing/ Past) regularly.	No / Yes/ Rarely
10	We get substantial new business from referrals of our existing Customers.	No / Yes/ Don't Know
11	We have social media presence through blog, face book, twitter, LinkedIn etc ?	No / Yes All / Some / Not Active
12	We have social media strategy action plan in place and someone is fully responsible for the same.	No / Yes/ Thinking/ Confused
13	We think much more can be done in the area of Customer Xperience & Social Media?	No / Yes/ Not Now/ Want Immediate Action

**Display 5**

## Insightful ??? Your action & feedback would be highly applauded.

(You may also share great customer story with the Brand you represent)



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[However to meet in person U may invite me @ yr convenience]