Delivering an Experience to Remember

Pamela Temple
Pamela Temple
Mooresville/Lake Norman, North Carolina
KW MAPS Coach
KWU Approved Trainer
CES Trainer
What Is Concierge-Level Service?

A level of service that keeps customers coming back for more.
• Agent Goal
  • Repeat and referral business

• Keller Williams Goal
  • Family of customer-centric agents delivering top-notch experiences
  • Known throughout the real estate and service industries as the pinnacle of customer experience
Elevate Your Service

• Keller Williams Realty
  • At Keller Williams Realty, we want our agents to have an elevated level of service that creates an unforgettable customer experience—an experience that has a tangible difference from all other companies.

• Starbucks
• The Ritz-Carlton
• Nordstrom
Starbucks

3 Ps

People * Place * Product

Inspire Partners
Focus on Customer

FAMILY REUNION
2016
• Be Welcoming
• Be Genuine
• Be Considerate
• Be Knowledgeable
• Be Involved
The Ritz-Carlton Experience

“The customer is never wrong.”

- César Ritz
Ritz-Carlton Motto

“We are ladies and gentlemen serving ladies and gentlemen.”

3 Steps of Service
1. A warm and sincere greeting
2. Anticipation and fulfillment of each guest’s name
3. Fond farewell
The New Gold Standard

• Define and Refine
• Empower through Trust
• It’s NOT ABOUT YOU
• Deliver WOW!
• Leave a Lasting Footprint
The Nordstrom Experience

• Create an inviting place
  • Piano
  • Comfy place to rest
• Hire the smile, train the skill
• Empower the employees

“Use good judgment in all situations”
“The minute you come up with a rule, you give an employee a reason to say no to a customer. That’s the reason we hate rules.”

- James Nordstrom, former cochairman

It all starts with culture!
Values, integrity, and character matter!
Your CX System

1. Set
2. Serve
3. Survey
4. Surpass
5. Sustain
“If you want extraordinary results in your life, you cannot be average.”

- Gary Keller
<table>
<thead>
<tr>
<th>MYTH</th>
<th>TRUTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defined by you</td>
<td>Defined by customers</td>
</tr>
<tr>
<td>Starts and stops at the end of a transaction</td>
<td>Starts and continues for a lifetime</td>
</tr>
<tr>
<td>Meets the customer’s needs</td>
<td>Meets their needs and connects at an emotional level and exceeds expectations</td>
</tr>
<tr>
<td>One size fits all</td>
<td>Is personalized and touches emotions</td>
</tr>
<tr>
<td>Addresses customer’s specific issues as they arise</td>
<td>Addresses issues plus any issues the customer didn’t know they had</td>
</tr>
<tr>
<td>Does not happens organically</td>
<td>You have to be intentional, set standards</td>
</tr>
<tr>
<td>Success is based on feelings alone</td>
<td>Measurable by repeat and referral business and surveys</td>
</tr>
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</table>
80% of Your Revenue Comes from

80%

20% of Your Existing Customers
TRUTH:
It’s easier to keep a customer than it is to get a new one.
“The data is clear … staying in a relationship with your database is the #1 way to get more business.”

- Gary Keller, cofounder, Keller Williams Realty
TRUTH: Customers are more apt to share a negative customer experience than share a positive customer experience.
The Age f the Customer

Age of ..

Manufacturing
1900 - 1960
DAYS

Distribution
1960 - 1990
MINUTES

Information
1990 - 2010
SECONDS

Customer
2010 - present
INSTANT
Customer-centric

EXCEED EXPECTATIONS
MEMORABLE
COMMUNICATION
UNDERSTAND
CARE
VALUE
LISTEN
CUSTOMERS FIRST

ATTRIBUTES

CUSTOMER-CENTRIC
AGENT

FAMILY REUNION
2016
Stay Relevant

1. Know your market and demographic.
2. Know behaviors.
3. Know your value proposition.
1. PRESENT YOUR VALUE PROPOSITION (AGENT)
   - Present your Value Proposition.
   - Set your expectations.

2. LISTEN TO YOUR CUSTOMER (CUSTOMER)
   - Listen to your customer’s needs and concerns; negotiate where you can serve them.
   - Inquire and understand the CUSTOMER’S expectations.
   - Verify that there is congruency between your customer and you.

3. SEEK AGREEMENT (AGENT/CUSTOMER)
   - Seek agreement.
   - Set mutual expectations.

Come together, agree, and set mutual expectations.
1. Present Your Value Proposition

- All customers want peace of mind
- Explain Functionary vs. Fiduciary

<table>
<thead>
<tr>
<th>Functionary</th>
<th>Fiduciary</th>
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</thead>
<tbody>
<tr>
<td>Tells and Sells</td>
<td>Serves, Educates and Guides</td>
</tr>
<tr>
<td>Responds to Needs</td>
<td>Anticipates Needs</td>
</tr>
<tr>
<td>Assumes Little Responsibility</td>
<td>Accepts High Responsibility</td>
</tr>
<tr>
<td>Completes the Task</td>
<td>Owns the Result</td>
</tr>
<tr>
<td>Delivers Information</td>
<td>Advises and Consults</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>Exceeds Expectations</td>
</tr>
<tr>
<td>Replaceable</td>
<td>Irreplaceable</td>
</tr>
</tbody>
</table>

Low $          High $$$$$$$
2. Listen to Your Customer

TRUTH: People don’t care how much you know until they know how much you care.
TRUTH:
People conduct business with people they trust.
“Always tell the truth and do what you said you would do.”

– Chris Heller, CEO
Keller Williams Realty
1. Have Standards

**MYTH**

My clients will only work with me—only I can deliver quality of service.

**TRUTH**

“Your clients aren’t loyal to you; they are loyal to the standards you represent.”

—The Millionaire Real Estate Agent
2. Leverage Technology

“The Internet engages clients, gets them excited about real estate, and brings them to you. We look at it as our friend.”

– David Hoffman, KW mega agent

• KW Mobile App
3. Leverage People

• Your Team
• Your Vendors

Every relationship matters!
“Our job is to be the calming person in the situation. Don’t be attached to the outcome.”

- Chris Heller, CEO
Keller Williams Realty
Surpass Expectations

• Keep customers informed.
• Delight the customer.
• Do unexpected things in unexpected ways.
Customer Loyalty:
To keep your customer a raving fan, they need to continue to feel your presence in the real estate industry.
Systematic Approach

1. Understand the customer and set expectations.
2. Deliver on expectations.
3. Check in on the experience.
4. Surpass expectations!
Ask Yourself

• How is your brand and customer experience defined?
• Do you stand out from your competition?
• Do you have standards?
• Do you train to ensure success?
Take Action

• Be different!
• Be NICE!
• Be DISRUPTIVE and create the ultimate customer experience!
Questions?
Thank You.

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