

DTD Episode 42 Show Notes

Defining Your Unique Keys to Great Service

What makes a great service experience? Some elements will be the same across industries; other variables will be unique to your business. Do you want a fun, energetic feel or a detailed, highly professional vibe?



It's important to be intentional about the experience you want to create. Knowing for sure will help you focus your team.

Begin by thinking about the kinds of experiences you've had as a customer. What makes an experience good and what makes it a nightmare? Consider doing this exercise with your time. Have each person describe good and bad experiences they've had and then identify the key elements that made them great or frustrating.

Then it's time to get specific about your business.

What Products/Services Do You Provide?

- Product
- Service
- Or Both

Even if you sell a product there are still elements of service happening at specific points. Where are those service points? Each of these is an opportunity to differentiate yourself from your competition.

You might sell houses but they are working with you for the relationship and service
You might sell food but they won't come back if the server isn't pleasant and food arrives cold.

Then get specific about the following:

- What Should it Feel Like to do Business with You?
- Achieving this Experiences Requires what Personalities Traits and What Actions from Your Team.