

CX
Toolkit
INCLUDED

Happy **R.A.V.I.N.G.** Customers!

Six Powerful Steps to Grow
Your Business with Exceptional
Customer Experience



CAROL BUEHRENS

Praise for Happy R.A.V.I.N.G. Customers!

“WOW! Just read *Happy R.A.V.I.N.G. Customers!* and Carol Buehrens ‘gets it’. The statement that Customer Experience is a strategy, not a project is spot on. Any Company who really knows that Customer Experience drives profit must read this book. And, if you know a Company who doesn’t get it, then they really need to read and embrace the R.A.V.I.N.G. approach.”

– Teresa Laraba, Senior Vice President Customers, Southwest Airlines

“*Happy R.A.V.I.N.G. Customers!* resonated with me, as it outlines very similar strategies that we use at Safelite AutoGlass to build a customer-driven culture. Carol provides practical advice that will help businesses, and their people, provide a memorable customer experience... and grow their bottom line. Since following similar tactics, we’ve doubled our business! Carol’s toolkit breaks down what can feel like an overwhelming effort into actionable, real-world steps.”

– Tom Feeney, President & CEO, Safelite AutoGlass®

“Happy Raving Customers is a hands-on, user friendly book about delighting your customers. It provides a simple process for anyone to get started with this important work, with great real-time examples, tools, templates, and checklists that can be used easily. The book explains the importance of employees in delivering a great customer experience, as well as ways to foster a culture of continuous improvement and innovation. A must read for anyone interested in building a customer experience strategy as a competitive differentiator.”

– Karyn Furstman, VP Agent & Customer Experience, Safeco Insurance

“Businesses can no longer rely on simply building products – they must cultivate thoughtful and engaging experiences. In her 6-step process, Carol Buehrens deftly outlines a clear framework that, when followed, will transform ranting customers into raving fans.”

– Rob Scruggs, Director, Customer Experience, E*TRADE Financial

“*Happy R.A.V.I.N.G. Customers!* is a great read for anyone in business today. The book is divided into easy to consume chapters that explain practical steps to creating a customer-centric culture. Best of all, the book is like your own personal cheerleader to help you stay focused on innovating around great customer experiences.”

– Sharon Carmichael, Manager, Customer Insights & Analytics
Sony Electronics

“Carol gets that it takes building a bond with customers to grow your business. Use her book to get handy tools and techniques for advancing yours with your customers.”

– Jeanne Bliss, President, CustomerBLISS, Author of *Chief Customer Officer*
Cofounder, Customer Experience Professionals Association

“*Happy RAVING Customers!* is a book that everyone who wants to succeed in business must read. We all know that organizations that delight their customers outperform their peers. *Happy RAVING Customers!* is for everyone building a customer-focused business or refocusing an existing business on the experience of the customer. This is a book for the true Experience Makers who drive great customer experiences.”

– Sean Van Tyne, Director, User Experience, FICO
Speaker and Coauthor of *The Customer Experience Revolution*

“The message in *Happy R.A.V.I.N.G. Customers!* speaks to everyone. Carol has done a wonderful job of creating tools and a message that can enable everyone in the organization to get on the same page.”

– Jim Rembach, Principal, Beyond Morale

“Join customer expert Carol Buehrens as she leads you through the customer experience journey in the excellent ‘Happy R.A.V.I.N.G. Customers!’. Today, customers are much more than just the buyers of the stuff you market and sell; they demand exceptional experiences from their brands of choice. To deliver, you must deeply connect and understand them like never before. Carol lays out a simple six-step formula for every business that wants to serve...and thrive...by truly loving their customers.”

– Chuck Wall, Speaker, Entrepreneur and Author of *Customer CEO: How to Profit from the Power of Your Customers*

“*Happy R.A.V.I.N.G. Customers!* is a great pragmatic approach to helping elevate the way your organization approaches their customer centric initiatives. In this easy to consume guide you will come away with a new sense of drive to improve your customer experience processes. It highlights the need to focus every project, meeting, discussion, etc. on your customer experience strategy.”

– Tom Wolfe, Customer Experience ASM, Oracle

“I use *Happy R.A.V.I.N.G. Customers!* in the course I teach on ‘Selling Customer Experience and User-Centered Design to Management’ at California State University Fullerton. It’s the best resource I’ve seen on the subject! As part of a graduate-level certificate program, the students are experienced professionals who want practical guidance they can use tomorrow to create change on their jobs. They love this book. You will too.”

– Joely Gardner, PhD, President, Human Factors Research, Inc.
Adjunct Professor, California State University Fullerton

“Want a thriving business? Then happy customers are not enough. You need customers that stand up and rave about you. Carol Buehrens uncovers the six vital steps on the journey to winning RAVING customers. Packed with both insights and tools, *Happy R.A.V.I.N.G. Customers!* is a must read.”

– Stan Phelps, Chief Experience Architect, 9 INCH Marketing
Author of *What’s Your Purple Goldfish?* and *What’s Your Green Goldfish?*

“*Happy R.A.V.I.N.G. Customers!* is an insightful resource for those creating business strategy as well as implementing it, from Customer Experience Innovation Award winner Carol Buehrens. This guidebook is part of ‘the new marketing leadership’ that begins with personas and customer experience journey mapping, and delivers invaluable customer experiences.

Companies considered ‘customer experience leaders’ are recognized as being better, different, more sustainable and profitable than most businesses. The expertise Carol shares in this book will help your business effectively begin the transition, from inside-out and outside-in, to become a customer experience leader. The toolkit, by itself, is an invaluable facilitator for many of the steps critical for this transition. *Happy R.A.V.I.N.G. Customers!* is an essential addition to your go-to customer experience resources!”

– Jeffrey Bean, Principal, Del Mar Research
Speaker and Coauthor of *The Customer Experience Revolution*

“One of the biggest challenges companies have is integrating customer experience management within their culture, strategy, and daily activities – and involving all levels of employees, both front-line and ‘far-line’, as Carol puts it. This book shows you how to do that. I’d love it if every company I buy from would adopt the six R.A.V.I.N.G. steps!”

– Lynn Hunsaker, Customer Experience Optimization Strategist
ClearAction LLC

To view the full list of comments and reviews, visit
www.happyRAVINGcustomers.com/reviews

#happyRAVINGcustomers

You can follow Happy R.A.V.I.N.G. Customers! news using the hashtag #happyRAVINGcustomers on social media networks. Follow the author using @carolbuehrens.

Today's customers are changing their expectations at a rapid rate, so this book is updated as often as possible.

To view available updates, visit

www.happyRAVINGcustomers.com/updates

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Happy R.A.V.I.N.G. Customers!
Six Powerful Steps to Grow Your Business with Exceptional Customer Experience
Carol Buehrens

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Introduction

Customers are much smarter today than you may think. They know which companies love them, honor them, respect them, and are trying to make them successful. Customers are loyal to these companies, they rave about them, they buy from them, and they recommend them to others. That's what this book is about – six steps you can take to create your own raving customers and devoted fans.

The discipline of managing “Customer Experience” is relatively new. Though you can find plenty of advice on the subject, the actual, practical steps to take and the tools to “get ‘er done” are few and far between. Without a plan and process in place, the effort can seem overwhelming.



With this book, you'll be taken through each phase to begin to make this goal a reality at your own company. From the basic principles of strategic planning, to employing cultural change, this book holds your hand and provides the tools you need to be successful. Following the steps outlined in this book, along with The R.A.V.I.N.G. Customer Toolkit, your business can and will flourish, even in today's tough business climate.

What drives YOUR business?

The fact is that most businesses today are driven by the bottom line. As a result, they pay more attention to their profit margin than to their customers. That's sad when you think about it, because where would your business be without customers? You wouldn't have a business!

Let's face it, customers are your business. They drive it. Whether you sell toys or planes, are a B2C or B2B, it's hard to argue that if your customers stopped buying your products or services, you'd quickly be out of business!

Happy R.A.V.I.N.G. Customers! gives you the keys to make a difference between you and your competition.

To achieve raving customer status, you must provide more than products and services alone. You must offer exceptional experiences.

Do you offer great experiences?

Do you know the experiences your customers are having with your company? How can you find out? And, how do you begin to offer the great experiences needed to have customers rave about your company?

The answer is simple: Look at where you are, decide where you want to be, then put your heart, soul, blood, sweat and tears into getting there.

Of course, this means that “where you want to be” is all about your customers. It means that everything about your company is focused on this unifying vision. Your employees must concentrate their efforts on your customers, your products and services must align with making your customers successful, and everyone must work to improve the lives of your customers.

Happy R.A.V.I.N.G. Customers!

The title of this book says it all. You want more than just “happy” customers – you want customers who *rave* about your company. Having raving customers is a powerful concept. They act as your marketing agents, positively directing new customers your way. By employing



the R.A.V.I.N.G. Customer Process, you're following the right path to developing "*happy raving customers*".

Use this book to differentiate yourself

It's a great privilege for me to be able to offer you the insights, tools, and advice in this book. I hope you find the six-step "R.A.V.I.N.G. Customer Process," useful, practical, and impactful. I hope it helps you think about what you and your employees do every day to positively affect the lives of your customers.

To grow your business, it stands to reason you should pay a lot of attention to your customers. You want happy, satisfied, and most importantly, returning customers that rave about your brand, so that you have a thriving business!

If you're craving customers, you must earn raving customers! So, read on and have fun applying the ideas provided.

Key takeaways

- Provide excellent customer experiences to develop raving customers.
- Raving customers help tell your story and sell your products.
- Employ the six-step “R.A.V.I.N.G. Customer Process” to develop your own *happy raving customers*.

Chapter 10

The R.A.V.I.N.G. Customer Toolkit

After teaching a great group of students at California State University Fullerton, a young man came up and thanked me for providing this toolkit. He pointed out that, not only was he going to modify it for his own company's purposes (as I encourage everyone to do), he was planning to use it toward building his "portfolio". He thanked me for this "gift" that would make him more valuable as he sought out his career advancement. What a nice comment!

That's why I'm presenting this toolkit to you. I hope it will save you hours in having to invent your own portfolio, as well as provide you a jumping off point in raising the bar for your company.

The R.A.V.I.N.G. Customer Toolkit Contents

- Journey mapping – collecting the details
- Illustrating high level journey maps
- Hosting a journey workshop
- Creating customer experience personas
- Employee achievement certificates
- Motivational posters
- Spotlighting your employees
- Your R.A.V.I.N.G. Customers checklist

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**Now, go out and create AMAZING
customer experiences for your own
Happy R.A.V.I.N.G. Customers!**