



HOW TO BE UK's No.1 ON TRIPADVISOR



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COMPETITIVE ADVANTAGE

- CUSTOMER SERVICE IS ONLY THE FINAL ACTION IN WHAT HAS TO BE A MORE STRATEGIC FOCUS ON THE WHOLE CUSTOMER EXPERIENCE
- YOUR MOST IMPORTANT ASSET IS THE QUALITY OF THE RELATIONSHIPS THAT YOU HAVE WITH YOUR CUSTOMERS
- HOW YOU MANAGE THESE RELATIONSHIPS WILL DETERMINE WHAT COMPETITIVE ADVANTAGE YOU HAVE
- AND WITHOUT WHICH YOUR BUSINESS WILL ALWAYS STRUGGLE TO SURVIVE

LOOK AFTER YOUR CUSTOMERS

- LOOK AFTER YOUR CUSTOMERS AND THEY WILL LOOK AFTER YOU WITH REPEAT VISITS AND RECOMMENDATIONS
- HOWEVER BEFORE YOU CAN EXPECT REAL VALUE FROM YOUR CUSTOMERS YOU MUST FIRST DELIVER REAL VALUE TO THEM
- CUSTOMERS ARE USUALLY YOUR MOST SCARCE RESOURCE SO MAXIMISE THEIR CONTRIBUTION TO YOUR SUCCESS STORY
- VALUE FOR TIME AND MONEY IS HOW YOU WILL BE JUDGED, SO MAKE SURE YOU HAVE SUPERIOR VALUE

GET THE RIGHT PEOPLE ON THE BUS

- THE MOST IMPORTANT PART OF YOUR JOB IS TO RECRUIT THE RIGHT PEOPLE, AND THEN TO GET THEM TO DO THE RIGHT THINGS AT THE RIGHT TIME
- THIS WILL DETERMINE HOW EASY OR DIFFICULT YOUR JOB IS – SO GET IT RIGHT
- RECRUIT ON PERSONALITY; IT DRIVES THE CULTURE OF THE COMPANY
- LISTEN TO YOUR LOWEST PAID STAFF

INSPIRATIONAL LEADERSHIP

“SUCCESS IS THE AGGREGATION OF MARGINAL GAINS”
DAVID BRAILSFORD, SKY CYCLING TEAM

INSPIRE YOUR STAFF TO PERFORM AT THE TOP OF THEIR
GAME

GIVE THEM THE DIRECTION, LEADERSHIP, AND COACHING
THAT THEY REQUIRE

HAVE A GREAT BREAKDOWN TRUCK DRIVER WHEN IT GOES
WRONG

CUSTOMER SATISFACTION

- CUSTOMER SATISFACTION IS THE BEDROCK OF PROFITABILITY AND CANNOT BE DELEGATED TO SOMEONE ELSE
- IT COMES FROM THE QUALITY OF THE PRODUCTS AND SERVICE, COUPLED WITH THE ATTITUDE AND EFFICIENCY OF THE STAFF
- IT IS EVERYONE'S JOB TO MAXIMISE FUTURE RECOMMENDATIONS, NOT RIP THEM OFF
- MAKE TRADE OFFS, NOT ALL CUSTOMERS ARE EQUALLY IMPORTANT TO YOUR BUSINESS

PRACTICE MAKES PERFECT

- YOU MUST HAVE BEST PRACTICE IN EVERYTHING YOU DO, SO COPY AND ADAPT FROM THE BEST
- ADD YOUR OWN SPLASH OF MAGIC THAT MAKES YOUR BUSINESS UNIQUE FROM YOUR MAIN COMPETITORS
- AVOID COMPETING ON PRICE, IT IS A DEAD-END FOR REVENUES
- WHEN SOMETHING GOES WRONG, USE THE SAME INGREDIENTS, BUT CHANGE THE RECIPE

HYPE OR REALITY

- WHAT IS THE REALITY OF YOUR CUSTOMER EXPERIENCE COMPARED TO YOUR MARKETING HYPE?
- CLEANLINESS, FRIENDLINESS, QUALITY SERVICE, AND VALUE FOR MONEY DRIVE SUCCESS – NOT ADVERTS
- YOU GET THE COMPETITION THAT YOU DESERVE, SO DON'T BLAME THEM – SORT OUT YOUR OWN BUSINESS
- WORLD OF MOUTH THROUGH THE INTERNET AND SOCIAL MEDIA CAN MAKE OR BREAK YOUR BUSINESS

OUTSIDE IN

- DON'T RUN THE BUSINESS TO SUIT YOURSELF; YOUR CUSTOMERS ARE THE MOST IMPORTANT PEOPLE – NOT YOU!
- DESIGN YOUR EXPERIENCE FROM THE OUTSIDE (CUSTOMERS' PERSPECTIVE), IN THE WAY
- BAD PRACTICE SPREADS LIKE A MOULD, SO ELIMINATE IT WITH PASSION
- OPEN EARLY AND CLOSE LATE

SMILEY HAPPY PEOPLE

- FRONT LINE STAFF HAVE TO BE THE HEROES IN YOUR BUSINESS BECAUSE THE REPUTATION OF THE WHOLE COMPANY IS IN THEIR HANDS
- GREAT LEADERSHIP IS ABOUT MAKING THINGS SIMPLER FOR YOUR STAFF AND CUSTOMERS
- NO EXCUSES PHILOSOPHY – RIGHT STAFF, RIGHT EQUIPMENT, RIGHT TRAINING, DOING THE RIGHT THINGS AT THE RIGHT TIME
- THIS CONSCIOUS COMPETENCE DRIVES SUCCESS AND EXCEPTIONAL TEAM PERFORMANCES

SELL YOUR STORY

- UNLESS YOU SUCCESSFULLY MARKET YOUR COMPETITIVE ADVANTAGE, YOU WILL BE JUDGED ON PRICE, WHICH LEADS TO A DEAD-END FOR REVENUES
- SO INVEST IN TARGETED MARKETING TO YOUR KEY AUDIENCES
- IT IS ESTIMATED THAT 80% OF THE KEY SPENDING DECISIONS ARE MADE BY THE WOMAN OF THE HOUSE
- KEEP REPEATING THE SAME KEY MESSAGES

BEYOND PHILOSOPHY WORKS

- DELIVERING GREAT CUSTOMER EXPERIENCES MUST MOTIVATE ALL OF YOUR MANAGEMENT TEAM AND BECOME THE NATURAL BEHAVIOUR OF THE COMPANY
- THIS WILL HELP YOU ATTRACT HIGHER QUALITY STAFF CREATING SELF-PERPETUATING CONTINUOUS IMPROVEMENT THROUGHOUT THE BUSINESS
- CONTINUOUS IMPROVEMENT IS A DIVIDEND THAT YOU PAY FORWARD TO YOUR CUSTOMERS IN RETURN FOR THEIR LOYALTY AND RECOMMENDATIONS

EMOTIONAL IMPACT

- BEYOND PHILOSOPHY'S RESEARCH SHOWS THAT 50% OF THE CUSTOMER EXPERIENCE IS EMOTIONAL AND 50% IS THE ACTUAL 'PRODUCT' BEING EXPERIENCED
- MOST COMPANIES IGNORE THE EMOTIONAL EXPERIENCE WHICH IS MADNESS
- DON'T ANNOY YOUR CUSTOMERS, "PRESS ONE TO COMPLAIN" !
- FIX IT BUDGET

CONCLUSION

➤ REMEMBER AND PREACH

➤ “CUSTOMER SERVICE IS ONLY THE FINAL ACTION IN WHAT HAS TO BE A MUCH MORE STRATEGIC FOCUS ON THE WHOLE CUSTOMER EXPERIENCE”

➤ “YOUR MOST IMPORTANT ASSET IS THE QUALITY OF THE RELATIONSHIPS THAT YOU HAVE WITH YOUR CUSTOMERS”

➤ ANY QUESTIONS ?