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Episode 11: "Seamless Engagement is the new CX."!

1:40 -: **Knowing Vs Doing:** *"It's not knowing what to do but rather doing what you know"*
(New knowledge or reminding ourselves of old fundamentals?)

2:28 -: **"When-Then Thinking":** *"When I have a bit more income, then I will be a better saver"*.

4:25 -: **Budget Flights Shouldn't mean budget service:** *"The customer doesn't care what your company's policy is, just what the experience is like"*. Here's what we do and here's why we do it! It's not a budget strain to smile!

7:35 -: **Product Knowledge** – If you don't know everything about and love your product you won't know how to sell it. *"Knowledge is the price of admission in to the changing market"*

11:20-: **Build your customer care process** – Demonstrate value

14:03-: **Touch Points** – *"Imagine your hero/idol was coming in to your professional environment tomorrow.... Would you show up the same way you do every other day?"*

Whatever you would change for them you need to change for EVERYONE **now** to ensure you're providing exceptional CX

15:24-: **Key Quote:** *"Amateurs sit and wait for inspiration, the rest of us just get up and go to work."* Stephen King.

22:10-: **Opportunity/Difficulty.** The year ahead will have some opportunity mixed with difficulty. The magic happens when you understand and adopt the fundamentals to take advantage of the opportunities that are buried deep amongst the difficulties. *"Don't wish it were better, wish you were better"*. What are the upgrades you can make right now! Better information/Energy/Product knowledge. All are small little shifts that will have a big impact on your CX.

23:21-: **Wise Counsel.** Who do you have in your team that you can exchange 20 minutes over a coffee to learn their best fundamentals they've honed over many decades of personal experience? Adopt these processes and you can bring them in to your business. Misery loves company so let's continue to pursue the positive path