



master class



**CUSTOMER EXPERIENCE
OPTIMIZATION WITH
LUKA HOCEVAR**

Customer Experience Optimization

Ep. 1 Does Your Customer Service Suck?

01. Customer Service vs Customer Experience

While listening along to the episode, fill in the blanks. Customer service is not customer experience.

Customer service is _____

Customer experience is _____

Companies that create a high-quality experience for existing customers operate more efficiently, effectively, and profitably.

02. Every Interaction Counts

We've heard B2C (business to consumer) and B2B (business to business), but the future of business is in H2H—human to human. It's not just about pleasing the masses; it's about proving a remarkable experience to each individual customer you interact with.

In the box below, write what you think an H2H interaction might look like at your business:

03. Good Customer Experience Pays Back

Let's do a quick experiment. Write how much time, money, or energy you're spending on acquiring new customers, it can be an estimate. Then, write how much you're spending on keeping existing customers.

Customer acquisition spend:

Customer retention spend:

Now, compare what you wrote for each space. Is there a big difference? Where do you think pivoting your customer experience efforts may be needed?

“Somebody that’s really happy about the service you provide is going to tell a lot more people about it, and those people; you won’t have to spend anything on them.”

Word-of-Mouth (WOM) Marketing is huge, and can ultimately lessen your acquisition spend in the long run.

04. Key Performance Indicators (KPIs)

Stop waiting for feedback, hunt for it. Whether it be through surveys, reviews, or reports, you should always be proactively on the search for feedback. Doing so will skyrocket your ability to resonate and relate with clients, as well as help identify areas within your business that might require some TLC.

List three ways you can start to proactively search for feedback? Be specific!

--	--	--

05. Doing the Work

Time for some homework. Answer the following questions in the spaces provided:

How much time do you spend assessing and creating a customer experience on a monthly basis?

Think about the last time you were WOW-d by a business. What did they do that made your experience special?

What could your customer experience budget look like?

Your answers to these questions will help you form the ultimate customer experience plan as we navigate through the rest of this course.

Ep. 2 Why the Customer Experience is Important

01. Content That Solves Problems

It starts with the research phase. After doing some research, what types of content do you think will resonate with your potential and existing customers the most?

“Content is what helps people decide to go with you.”

Potential customers are asking, “Can you solve my problem?”, which means your content and marketing material need to play to that.

02. Creating Lasting Customer Relationships

How you make people feel about what it’s going to be like to business with you is more important than the actual product or service itself. While listening along to the episode, fill in the blanks below.

Customer Experience Includes:

Testimonials		
	All Marketing Material	

You want to make sure you educate people and create content in your emails, rather than filling them marketing and sales talk. In the box provided below, write how you can have a phone conversation that augments the sales process.

What presents or gifts can you give potential prospects? How can you deliver them a wow moment?

03. Elevating the Customer Experience

Assess and evaluate your marketing material. Try to list out five ways it can be improved.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

“To know and not to do, is not to know.”

Ep. 3 Creating the First 60 Days of Your Customer Experience

01. First Concepts

Remember, customer service is NOT customer experience. It's reactive vs. proactive.

Important: The 70/30 ratio. Tell people 70% of what they're going to get, and use the other 30% to deliver Wow stuff, like merch, stickers, discounts, etc. etc.

“Most people will refer the most others in the first 30 days.”

Feel free to mirror or mold the customer experience plan that Luka uses at Vigor Ground Fitness:

Day 1: Strategy Session

How will you get the client from Point A to Point B?

Day 15: Training Sessions

Take a progress check-in and provide motivation. Pay special attention to the end of sessions!

Day 30: Completing the Trial

Gather feedback, and deliver your WOW moment...

02. Homework

Create the first 8 weeks of your customer experience using the downloadable spreadsheet tracker below!

8 Week Customer Experience Tracker

All done? Excellent work! Now, think about the ways you can upgrade and augment 30 days of your customer experience plan:

Ep. 4 Shaping a Customer Experience Culture

Let's talk about the 51-ers...

Imagine you only have 100 points to spend when it comes to running your business. 49 points should go to your overall craft competency, while the other 51 points are put towards your hospitality efforts.

Do you practice the 49/51 ratio at your business? How could it be adjusted?

Remember: You might have attractive and effective marketing content that easily draws people into your business, however, they won't stay if there's no warmth.

01. Five Employee Skills to Look Out For

There's five different skills that you can champion in the sport of hospitality. Write them on the blanks below while following along with the episode:

02. Be an Example

Your customers AND employees will pick up on your body language, attitude, and energy—so it's important you're acting as a living example of those same five skills that you also seek out in employees.

What are some ways you can be an example to your teammates and clients? List three of them below:

--	--	--

03. Create an Onboarding Process

Have an onboarding process for your business's culture, no matter what industry you're in. This could look like developing custom reading material or simply shining a light on when someone does a great job.

“Anything that gets rewarded gets repeated.”

Think about how YOU can create a culture onboarding process at your business.
(Hint: It could be for clients, employees, or both!)

“Preparation is what improves things, if we show up and we’re not prepared, we’re not going to do as great of a job.”

How can you always be prepared to give a potential (or existing) client the ultimate customer experience? Write some ideas below!

04. Homework

Creating a customer experience culture at your business isn’t a tomorrow, weekly, monthly-thing—it’s a standard. Time for some homework!

Are you being a great example in your business?

Are you shining a light in meetings?

Now that Luka has guided us through this four-part journey on the in’s, out’s, and intricacies of the customer experience, you’ll have some inspiration for ways you can start to foster a community among clients & teammates alike, while boosting retention through the roof!