

[SHOW INTRO]

Joey Coleman: Get ready for another episode of the Experience This! show.

[EPISODE 35 INTRO]

Dan Gingiss: Join us as we discuss a day in the life of Joey, which included a trip to the doctor that was actually fun, the search for the perfect pillowcase, and sashimi on a salt block.

Joey Coleman: Elbows, pillowcases, and salt blocks. Oh my!

[THIS JUST HAPPENED: **Elbows and Panorama Orthopedics**]

We love telling stories and sharing key insights you can implement, or avoid, based on our experiences. Can you believe that this just happened?

Joey Coleman: Hey Dan, have you ever seen the movie Dumb and Dumber?

Dan Gingiss: I feel like I'm being set up here.

Joey Coleman: No, no, no. This is an honest question. Honest question, and it was a kind of popular movie but I know you're not as into the slapsticky humor as much as I am.

Dan Gingiss: Yes, I did see Dumb and Dumber.

Joey Coleman: Okay, well there's this famous scene in the movie, you may recall, when Harry who's played by Jeff Daniels runs into his roommate buddy Lloyd, who's played by Jim Carrey, and says, "How was your day?" And Lloyd replies, "Not bad. I fell off the jetway again."

Dan Gingiss: Yeah. That's right. I do remember that scene, and it's a reference to an earlier scene when Jim Carrey's character is in a rush and he attempts to catch a flight only to fall off the jetway.

Joey Coleman: Correct. So guess what happened to me last week.

Dan Gingiss: No, you did not, Joey.

Joey Coleman: Pretty darn close. Pretty darn close. So I'm boarding a flight from Seattle to Calgary.

Dan Gingiss: Let me guess. It's on Delta.

Joey Coleman: It's on Delta. Yes indeed.

Dan Gingiss: Wow. Wow. Ding ding ding ding ding ding.

Joey Coleman: Ladies and gentleman. Delta. The nonofficial sponsor, the Experience This! show. Delta, if you're listening, we love you. We'd love to have you as a sponsor. Okay, anyway, so I get on the plane and there's some water on the jetway, and I've got my backpack. I'd just gotten off a phone call. I'm holding my phone in my hand. I'm not paying as much attention as I should, and my heel hits the water and I slip and I start to go down, and as I'm falling there's literally a stairwell next to me and there's the railing. I put my hand down and I basically jam my elbow into the stairwell railing. My elbow slides out and I catch the weight of my body in my armpit as I'm falling slamming down. It was not pretty for anyone who witnessed and not fun for the person who experienced it, which was me.

Dan Gingiss: Yikes. So you experienced this, so to speak.

Joey Coleman: Correct. Correct.

Dan Gingiss: That sounds pretty bad. Did you end up breaking anything?

Joey Coleman: Well, funny you should ask. I wasn't sure whether I had broken anything or not but my elbow was in huge pain, and this happened. As I mentioned, I was on the road. I didn't get home for about three days and it still was in a huge amount of pain, so I went to see my good friend, Dr. John Froelich at Panorama Orthopedics and Spine Center in Golden, Colorado, and I say good friend because Dr. Froelich and I met about two years ago when I went to see him for a thumb injury. Turns out I had been skiing, I had fallen, I had broken my thumb, and I had walked around with it broken for over a month before I went to see him.

Dan Gingiss: Wait a second. You had a broken thumb for a month and didn't notice?

Joey Coleman: This is true. See, here's the problem. I'd actually never broken a bone before, and everybody that I knew who had broken a bone had always been like, "Oh, you'll know it if it's broken, and the pain is so excruciating," and I just, I couldn't grip things so I kept dropping things, and I was doing a Skype call with one of my clients and I picked up a bottle of water and it fell out of my hand, and she used to be a trauma nurse and she's like, "Joey, what just happened?" I was like, "Oh, I've been dropping things a lot lately. I kind of injured my thumb," and she's like, "When?" And I said, "Oh, probably about a month ago." And she said, "Okay, your thumb is broken. You can't grip. That's a problem." I was like, "Ah, it can't be broken. It doesn't hurt that bad." Anyway, long story short she insisted I go see an ortho. I went and saw Dr. Froelich and yes indeed, the thumb was broken. Doh.

Dan Gingiss: Okay, so I am sensing that there is further to your story here on your shoulder. You were at a medical facility. We've all had potentially bad experiences there, so what happened?

Joey Coleman: Here's the thing though. Remember I went back, and the reason I went back is Dr. Froelich and the folks at Panorama Orthopedics are fantastic. The experience is incredible, and there are so many great things I could talk about but for our conversation today I wanted to narrow it down to my top four, so my top four are as follows.

Number one, they fit me into the schedule immediately as a former patient. So when I called in, they said, "Oh, we can get you in in two weeks," and I said, "You know, I'm actually kind of in a lot of pain right now," and they said, "Well, do you know what's broken?" I'm like, "No, that's actually why I'm coming in to see you," and they said, "Well, have you ever been in here before?" I was like, "Yes, I've

seen Dr. Froelich before," and they said, "Oh. Let us put you on with his assistant," who immediately scheduled me for the next morning, which was awesome.

Number two, they had an electronic tablet intake form. Okay, this wasn't an iPad but it looked like an iPad, but it was in a little more industrial, rugged casing, and when they gave it to me and they said, "Go take a few minutes to fill this out," all the information from my last visit was already in there and I just got to update, so do you still have the same insurance? Are you still at the same mailing address? Do you still agree to the HIPAA waivers, et cetera, et cetera? It made logging in and signing in super easy and paperless.

So I go in. Before I meet with Dr. Froelich they take me in to get some X-rays which are super cool because gone are the old days of taking the X-ray and tacking it up to the light board and seeing what happens. These are all delivered digitally to the exam room to a big screen TV so we can both look at it, not just the doctor, and finally Dr. Froelich comes in and has a great exam and a great conversation with me. He begins immediately by saying, "Oh, how's the speaking business going?" And when he said that I thought to myself one of two things. This guy has an uncanny memory, or he does what I always recommend my clients do which is take great notes, because ink fades slower than memory. So if he even reviewed the notes just to remind himself what my career was, that's totally fine, but it made me feel like even though I hadn't seen this guy in two years, he actually cared about me.

Dan Gingiss: I love that. I want to write that down. That's like a Monday motivation thing on Twitter. Ink dries slower than memory. I like that.

Joey Coleman: Yeah. Ink fades slower than memory. It fades.

Dan Gingiss: Oh, fade. Is that yours or did you-

Joey Coleman: You know, I heard that somewhere along the way. I did not create that, but ink fades slower than memory with the idea being, I don't expect you to keep all of your customer details in your head, so write them down. He's able to jump in and just say, "Hey, how's life on the road with the speaking business?" You know what I mean? And we're into it. It was fantastic.

Dan Gingiss: Yeah, I'm reminded of the story you told a few episodes ago of the waitress that didn't write down the orders.

Joey Coleman: Oh, so true.

Dan Gingiss: And then got them wrong, right?

Joey Coleman: So easy.

Dan Gingiss: Yeah. So did your elbow turn out to be broken?

Joey Coleman: Good news ladies and gentlemen. Good news for me. No, I did not have a broken elbow. It was just what they call a deep bone bruise, so what that means is I will be in pretty excruciating pain for two to three weeks. It'll be completely healed in six to eight, but I am psyched because it's not broken and Dr. Froelich explained the protocol of what I needed to do, which was

awesome, and said, "Look, if you have any swelling or any issues, just call me. I'll be able to tell you over the phone what needs to happen." It was incredible.

So there were three key takeaways from my experience with Dr. Froelich and the folks at Panorama Orthopedics. That is number one, treat your return customers even better than your new customers. All too often we have situations where the new customers get the better deal, the better treatment, the first appointments. No, no, no people. Your return customers, your loyal customers, those who have already done business with you should get the priority. We want to reward that behavior.

Number two, don't ask the same question twice. Please, please don't ask the same question twice. I talk about this in my book, Never Lose a Customer Again. If you're going to go through the process of filling out the paperwork, do it in a digitally sensitive, digitally advanced way so that you don't have to repeat the same question across multiple forms.

Finally number three, make personal and emotional connections with your customers. It's not that hard to care. You just have to remember what matters to them, and then feed that information back to them so you can create a personal and emotional connection and in the process, an experience worth talking about.

[SEGMENT INTRO] [THIS JUST HAPPENED]

We love telling stories and sharing key insights you can implement, or avoid, based on our experiences. Can you believe that this just happened?

[THIS JUST HAPPENED: **Bed Bath & Beyond**]

Okay, this is a first for us, ladies and gentlemen. Because every segment in this episode of Experience This! happened to me on the same day. I'm not kidding. We've got three This Just Happened segments in a row that make up this episode and they all occurred one after another sequentially in the same way I'm telling you the story.

Dan Gingiss: Seriously? And you're a customer experience expert?

Joey Coleman: I'm just saying, it was a crazy day. It was a big day for customer experience. So after getting my elbow X-rayed, which thankfully as it turns out wasn't broken, as luck would have it I had enough time, so I decided to stop by Bed Bath and Beyond.

Dan Gingiss: Wait a minute, wait a minute. Where have I heard that before? Wait. Did you just quote the movie Old School?

Joey Coleman: Yes I did, my friend. Yes I did. There's a famous scene for those of you that haven't seen Old School when Will Ferrell's character explains to a bunch of college kids at a party that he's got a big Saturday planned with stops at Home Depot and, if he has enough time, Bed Bath and Beyond.

Dan Gingiss: Okay, so that was kind of a stretch.

Joey Coleman: Come on, come on, you got to love the Old School reference. Alright, it's a true story. I went to Bed Bath and Beyond so that I could get a pillowcase, or rather the more appropriate term for it is a sham.

Dan Gingiss: A sham, huh? This story sounds like a sham.

Joey Coleman: No, no. This story is fantastic, okay. Welcome to my life, Dan. It's not all airplanes and stages. I have errands to run too. So my wife [Barrett 00:10:53] tried to find this sham online to match one that we already had that we had gotten at Bed Bath and Beyond and she couldn't find it online, so she asked me if during my day when I was running some errands, if I had enough time, if I could stop into a Bed Bath and Beyond and see if they had it in the store.

Dan Gingiss: Okay, fair enough. So what happened at the big B B and B? Which I guess the big ... That's the BBBB.

Joey Coleman: Wow, wow. Yeah, you may be the only person that refers to Bed Bath and Beyond as the B B and B, but okay.

Dan Gingiss: Hold on.

Joey Coleman: That's just fine.

Dan Gingiss: I got to stop for second because my very, very favorite episode of the Simpsons is way back. It's in an early fifth or sixth season where Lisa becomes a vegetarian and Homer sends out an invitation to everybody and says, "I invite you to Homer's BBBQ. The extra B is for BYOBB." And Lisa says, "What's that extra B for?" And he goes, "Doh!"

Joey Coleman: Wow, wow. Ladies and gentlemen, thank you for your time. Anyway, so I walked into the Bed Bath and Beyond and a woman by the name of Karen said almost immediately upon my entering the store, "How can I help you?" Now, I don't know about you, Dan. Lots of times when I go into a store, while I appreciate them asking for help, I'm like, "Ah, I've got it. I'm just looking around," or whatever. But here I had a very specific need. I was looking for this pillow sham, and I decided, you know what? She opened the door. I'm going to run through it. So I said, "Karen, I have a fantastic quest for us today. I am looking for a pillow sham that matches this one," and I held up the packaging for the original one and she said, "I'm happy to show you where you can find that." And she leads me to literally the opposite side of the store.

Dan Gingiss: Because it's always there.

Joey Coleman: It's always there, right? You come in in the front left, it's going to be in the back right. That's just the way it works, and that's literally what it was, so we go to the back right. I confirmed that it was the right pillow sham, and I'm feeling pretty good right now. I've been in the store for less than a minute and a half and I already have the main item I was tasked with getting, and Karen says, "Well what else can I get you?" Usually it's just kind of like, "Oh, I've helped you once. I've fulfilled my quota of talking and helping people for the day. I'm going to go hide again somewhere and avoid customers," but no. Karen's very different. Karen says, "What else do you need?"

And I figured, well if the pillowcase was so easy, let's pick up a few more things while I'm at Bed Bath and Beyond, so I said, "You know another thing I need? Some wooden hangers. I'm probably going to need about ten or so," and Karen takes me through to a different part of the store and shows me all of their hangers. Now, there's one package on display that has about five hangers. Remember, I need about ten. And there is another package of hangers that is probably fifteen feet in the air. I mean it's really up high on this giant wall of hangers, and Karen says, "Hang on a second. I'm going to go in the back and see what I can find and if I can't find any in the back I'll come back and I'll get the big ladder and we'll go get it." I was like, "Okay."

She goes back, comes back literally in a minute or so. Very quickly returns back to us and says, "Here are two packs of ten wooden hangers each." Oh, that by the way are the exact same quality and look great like the other ones, and are cheaper than the ones that were hanging on the wall.

Dan Gingiss: Wow, so she spent all this time to bring you a product that you were looking for at an actual better price, which basically doesn't happen in the retail space-

Joey Coleman: Doesn't happen.

Dan Gingiss: Other than online, right?

Joey Coleman: No, not at all. This is why I wanted to talk about this on the show, because I must confess, I am one who as of late has not had the most positive retail experiences in the store. Because online the competition is very high and it's very easy to shop online, so I don't spend a lot of time in retail stores, but this was an incredible experience. I was as astonished as you are. So after that she says, "What else, Joey?" Because by now she's learned my name, and now I figured alright, I'm game for anything so I'm going to go for the full jackpot here and I said, "Karen, do you think you could help me find a full length mirror?"

Dan Gingiss: I know you do enjoy looking at yourself, don't you Joey?

Joey Coleman: Alright Dan, alright. This was for my house, right? Not just for me, but yes, I would look every once in a while to check how things were going. So we go to the mirror section and there aren't any full length mirrors. They were in the process of rearranging the layout of the store, and Karen apologized profusely. She's like, "I'm so sorry. We're in the process of moving things around. Let me call one of my colleagues and see where they've put the mirrors." So she calls one of her colleagues over the radio and then she says, "I'm also going to go into the back to see if I can help her find this faster." Again, she disappears for all of a minute and 30 seconds, comes back out with a mirror and says, "Will this one work for you?" And it's the full length mirror. It's really inexpensive but it looks nice. Everything is great, and I'm thinking to myself, "I did not think my trip to Bed Bath and Beyond would be this fantastic."

Dan Gingiss: Seriously, this is not your typical retail experience.

Joey Coleman: I agree, but here's why I wanted to talk about this. Because in an era where a lot of people are talking about retail being dead, the fact of the matter is it doesn't have to be, and in fact the retail experience can even be better than the online experience if you're willing to cherish the fact that someone has actually walked into your store. I could've purchased all of these things online. I could've

purchased them on another store. I could've gone to any number of places to get these items, but I decided to choose Bed Bath and Beyond that day and Karen made the experience so fantastic that now I'm talking about it on our podcast, so it's free publicity and promotion for Bed Bath and Beyond and I got Karen's permission to talk about this. She created a remarkable customer experience.

Dan Gingiss: You know, what I like about this is we watch retailers go bankrupt. It's one every couple of months.

Joey Coleman: Easily. I was going to say, if not every week. I mean it's happening all the time.

Dan Gingiss: It's happening all the time and back in the days when Blockbuster got into trouble, it was fair to say they didn't see Netflix coming or they didn't see streaming coming, because it was new technology. But retailers today, brick and mortar retailers, do not have the excuse of they didn't see Amazon coming. Amazon's been here for a long time, and if you don't do something differently than you were doing pre-Amazon, you are going to be one of those retailers that we are going to be talking about as being out of business, and so what I love about Bed Bath and Beyond and about this story is that the experience that you had could not have been had on Amazon, and that's exactly what a brick and mortar retailer has to do in order to compete against Amazon because it's the one thing that Amazon can't do.

Joey Coleman: Well, and I actually said to Karen, and you and I are both customer experience fans and we're always poking and prodding to see how these things work and what's going on in the system that creates these types of experiences, and I said to her, jokingly, "Karen, I didn't realize that Bed Bath and Beyond had a new personal shopper program where you would escort me through the store." She started laughing. She said, "Oh, I'm just happy to help." And I thought to myself, "What a great opportunity to distinguish a current retail operation from the online environment," because as you said, she was able to show me around and actually make sure I got everything I wanted.

Now, the cool thing that I think is important to remember is lots of times our customers come into our stores with a specific goal in mind. Often when our customers buy our product or our service online even they have a specific goal in mind. We need to know what the customer is trying to accomplish. We need to pay attention to that, which is our first takeaway. Every customer has a goal they're trying to accomplish, and if you can hold their hand and get it done, you are doing really well and you are creating a happy customer and a happy customer experience.

Number two, be ready to help the customer who wants to find the thing, buy it, and leave, get out of your store. I understand retail stores are designed in terms of their layout to make the thing that is most often looked for the furthest away from the front door so you have to walk around through the store, but we live in an area where convenience and efficiency are becoming controlling desires for your customers, and so you can actually earn more goodwill by helping them to find their thing, get it purchased and leave than you can by having them wander through the store.

Number three, last but not least, let your customers know you're happy to see them. It is not a surprise that retail is struggling in an online world. Karen went out of her way. No, the amazing Karen at Bed Bath and Beyond in Golden, Colorado went out of her way to help me believe in the power of retail once again.

[SEGMENT INTRO] [THIS JUST HAPPENED]

We love telling stories and sharing key insights you can implement, or avoid, based on our experiences. Can you believe that this just happened?

[THIS JUST HAPPENED: **Mister Tuna**]

Dan Gingiss: Okay, so you went to get your elbow X-rayed, you bought some items at Bed Bath and Beyond. How could your day have possibly gotten any better?

Joey Coleman: I had the chance to conclude my day with dinner with an awesome guy at an awesome restaurant.

Dan Gingiss: Wait a second. We didn't have dinner that night, did we?

Joey Coleman: No Dan, alas, we did not. However, I did have the chance to enjoy a lovely dinner with my new friend, Neil Pasricha, who's a fellow speaker from Toronto, Canada. He's a five time New York Times bestselling author of books including *The Book of Awesome* and *The Happiness Equation*, and for our podcast listeners, has what has become my most favorite podcast out there to listen to which is the 3 Books podcast. It's brilliant. Go check it out. My day could not have ended on a higher note.

Dan Gingiss: How so?

Joey Coleman: Well, we went to one of my favorite restaurants in Denver, a restaurant called Mister Tuna, and we had an incredible meal. Yeah, Mister Tuna. Isn't that a great name? As if my conversation with Neil wasn't awesome enough, our waitress Sam was awesome. The food was awesome. The presentation was awesome. Everything was awesome, as they say in *The Lego Movie*.

Dan Gingiss: Everything was awesome. So, what was so awesome about it, and why do you keep saying awesome so much?

Joey Coleman: Okay, the reason I keep saying is a little bit of a shout out to Neil because he wrote a book called *The Book of Awesome*, which is an awesome book. Alright, but I'll calm down on the awesome a little bit.

Dan Gingiss: It's so awesome that you keep promoting it.

Joey Coleman: So awesome. Neil's a great guy. It's a great book. I highly recommend it. Here's what was fantastic about my experience at Mister Tuna. Number one, Sam. Sam, who was our fantastic waitress, and she described every dish we asked about in a way that left us salivating. You know every once in a while when you go to a restaurant and the wait staff is able to kind of read you into the menu in a way that leaves you craving everything that they talk about? Sam is that kind of waitress. She was incredible. Then we had some great food. Now, what was awesome is that the food was every bit as delicious as the way Sam had described it. We had sustainably caught Hawaiian walu fish. We had meatballs that were a blend of beef, pork, and lamb all into one. We had veggies that were so tasty that even I liked the veggies, and I'm not a big veggie guy.

So not only was the explanation, if you will the marketing of the product, incredible but the actual product itself was incredible in the way it tasted and the way the flavors were combined, but the pièce de résistance was the presentation. The presentation is over the top, and I'd actually enjoyed this before because I've gone to Mister Tuna in the past. It's probably the reason why I took Neil there, and one of the things they have is a Himalayan, or Himalayan depending on what part of the world you're from, sea salt block which, imagine like a sheet of paper if you were to cut it on the diagonal like a triangle. Imagine a block of sea salt about that big and about two inches thick with fresh sashimi on it. And the crazy thing about this is, the longer it takes you to eat the appetizer the saltier the sashimi gets, because it's actually absorbing the salt from the Himalayan sea salt block that it is sitting on. So cool, plus it's a daily creation. They do a different version of it everyday. Let me tell you, Mister Tuna, totally awesome.

Dan Gingiss: So, two responses. One, when I come visit you in Denver, we need to go to this place.

Joey Coleman: Absolutely. Absolutely.

Dan Gingiss: Because it sounds crazy. And number two is I think we need to do an agree to disagree on veggies. What do you think?

Joey Coleman: Ooh. Wait, you're a fan of veggies?

Dan Gingiss: I love vegetables.

Joey Coleman: Okay...

Dan Gingiss: I eat meat but-

Joey Coleman: ...and agree to disagree on veggies.

Dan Gingiss: Perfect.

Joey Coleman: The experience of the vegetable.

Dan Gingiss: Love it. I am a meat eater but I like to call myself a vegetarian wannabe, because I love vegetables and am very happy to eat them as a full meal, but neither here nor there. This place does sound really cool and it does sound like one of these restaurants that the concept has become very popular which is that it isn't just about the food. That it's the food, the service, and the experience and that when those three things work together, that is what makes people want to come back because let's face it, you can have great food and terrible service and you're probably not going to come back. Or you can have great service and lousy food, and you're probably not going to come back, but when the two of those work in concert and you have this extra piece of experience like the Himalayan salt slab, that's the kind of thing that you remember and that you want to talk about later.

Joey Coleman: Absolutely, and as our good friend Jay Baer talks about in his upcoming book Talk Triggers, the goal is to create experiences that people are dying to tell their friends about, they're dying to talk about, and let me tell you. I walked into this restaurant. I've never had dinner with Neil, the guy who I'm going to dinner with. We've actually never met. We've kind of followed each other and knew each other online and things like that, but we'd never met. I walked into this restaurant knowing that I

was going to be ordering the Himalayan sea salt block for the table as an appetizer for the two of us to split, because I knew the presentation was something worth talking about. So, next time you come to Colorado Dan, we will definitely make it happen. We will head out to Mister Tuna in Denver, but since it may be a while before we actually get you out here, although I hope it's not, here are some three key takeaways from the experience.

Number one, make sure your employees really know your products. Every employee you have should own, use, experience, sample, taste, fill in the verb, fill in the blank, your products and services. There is nothing that drives me crazier as a frequent restaurant goer than asking a waiter or a waitress, "So, what's your favorite thing on the menu," and it becomes instantly clear when I ask the question by watching their body language that the restaurant doesn't have them sample the food, so they can't make a recommendation. And this applies to every business, not just restaurants, so folks, any product that you sell. I don't care whether you sell appliances, whether you sell shoes, whether you sell T-shirts, home heating equipment. Whatever it may be that you sell, make sure that your employees have experienced your product so they can speak about it intelligently.

Number two, it must be a quality product. It's not enough to just have great employees. You have to have great products and great service. These are the ante up chips, if you will, for a remarkable experience. The product or the service has to be incredible, and number three, presentation matters. You need to create a storytelling worthy experience, like the experience of the Himalayan sea salt block with sashimi on it. You want a Instagram worth image. You want a story that people are going to tell after they leave your location so that all of their friends when they come to your store or to your location or come to experience your product or the service for the first time already are very clear about what your remarkable experience is all about.

[SEGMENT INTRO] [CHECK OUT THIS NUMBER]

Listen in while we try to stump and surprise each other with a fantastic statistic from the worlds of customer experience and customer service. It's time to check out this number.

[CHECK OUT THIS NUMBER: **23%**]

Dan my friend, the number is 23%. What do you think it means?

Dan Gingiss: Honestly Joey, I'm not sure what the 23% means but I have a quick story to tell you because 23 is one of my favorite numbers.

Joey Coleman: Wait, are you serious? 23, I kid you not, ladies and gentlemen I am not making this up, 23 is my most favorite number.

Dan Gingiss: Stop it, Joey.

Joey Coleman: I swear to God. It is the number I always play at roulette.

Dan Gingiss: Guys, we did not script this.

Joey Coleman: We did not plan this. This is totally unscripted.

Dan Gingiss: 23's a big number in Chicago as you know.

Joey Coleman: If you've been on planet Earth you understand who the top number 23 player in all of sports, Michael Jordan. I mean come on.

Dan Gingiss: Yes, of course, and I'm a Cubs fan too so I'm going to throw in Ryne Sandberg, but-

Joey Coleman: Ryne Sandberg's great too.

Dan Gingiss: I don't actually play roulette when I go to a casino, but however, every friend of mine that ever goes to Vegas, I tell them. I give them five bucks and I say, "Put it on number 23." And once over the years it has worked and my friend came back with money. Well, I was in Vegas earlier this year and I played other games at the casino but I did not play roulette, and I'm walking out of the casino with a colleague of mine, and I said, "Oh, hold on a second. I forgot to do something," and I turned around and I went to the roulette table and I put five dollars down on number 23, and it hit.

Joey Coleman: Boonsky.

Dan Gingiss: And I got 35 to 1 baby.

Joey Coleman: 35 to 1 ladies and gentleman.

Dan Gingiss: And he looked at me like ... Because it was late and we were ready for bed, and he was like, "What the heck did you just do?" And so 23. Anyway, long story for the check out this number, but I'm so glad that we share a favorite number. That's awesome.

Joey Coleman: How about that? 23. So, while 23 is a fabulous number and it is the number to play when you're playing roulette, actually, the 23% is a statistic that refers to the fact that omnichannel shoppers are more loyal, with 23% more repeat purchases than a single channel shopper. Now, I've purchased at Bed Bath and Beyond online. We talked about Bed Bath and Beyond in an earlier segment of this episode, but the fact that they deliver a great in-store experience makes me purchase in-store as well, so I'm part of the 23% that is a repeat purchaser because they are serving me in an omnichannel environment. This research comes to us from our friends and sponsors of the show, Oracle CX Cloud and their new ebook, Three Ways Your Shoppers Have Changed and How to Keep Up in a Digital Age.

Dan Gingiss: Yeah, this makes sense to me that omnichannel shoppers are going to be more loyal. I would probably guess that omnichannel customer service experiences are going to be more loyal as well, right? If I can tweet at somebody and call them and email them and have had good experiences across channels, that probably makes me more loyal as well, and I think the message just is that you've got to be where your customers are, and when you are, they're loyal to you and they appreciate you coming to them versus making them come to you.

Joey Coleman: Absolutely, so to learn more awesome statistics like this, check out this ebook, Three Ways Your Shoppers Have Changed and How to Keep Up in a Digital Age, as well as complete a fast, I promise it only takes two minutes folks, assessment to see how you compare to your peers in the world of customer experience and your readiness for the future of customer experience. To do this go to

Oracle.com/CXPerformance. That's Oracle.com/CXPerformance and see how you stand up to the 23% and beyond.

[SHOW CONCLUSION]

Dan Gingiss: And thank you Oracle as always for being the sponsor of the Experience This! Show.