

[SEASON 2 WELCOME]

Dan Gingiss: Hey everyone and welcome back to Season 2 of the Experience This! Show.

Joey Coleman: Woohoo! Glad to have you back, folks!

Dan Gingiss: This is Dan Gingiss along with my friend and podcast partner Joey Coleman and we are so excited to bring you another season of all of the customer experiences that we've seen, heard, and experienced ourselves along with the key takeaways for each. We're going to have a bit of a shorter season this year with episodes that should bring you all the way through the holidays. We'll have the same kind of bite-sized segments as last season with a few new twists and turns for this season.

Joey Coleman: Absolutely! A lot of the things you loved about last season will be back for more. We've got a few surprises up our sleeves as well that frankly, many came from our survey responses. As our loyal listeners know, at the end of Season 1 we put out a survey and asked our listeners to chime in with what they liked, what they couldn't stand, what they thought the show could be, would be, and should be, and we got some fantastic responses. In fact, we got so many responses that we went a little crazy on giving away prizes and are pleased to announce our survey winners and loyal listeners who received copies of our books and some other goodies too: Frances Bowman, Kyle Moeti, Clarence Overstreet, Heather Strenzwilk, Delphin Vassallo, Nate Brown, Lauren Fast, Will Gott, Christian Bessembinders, Matthew Uram, and Chris Hill. I hope that I said your names right folks please know that Dan and I appreciated your feedback as well as all of those who contributed feedback who regrettably didn't win this time, but we encourage you to keep submitting your feedback and your ideas at ExperienceThisShow.com. We're always looking for new segments to feature, new brands to experience and talk about, and at the end of the day you all are the best part of this show... so we love to have engagement with our listeners and we're excited about Season 2! So, without further ado let's get into it!

[SHOW INTRO]

Dan Gingiss: Welcome to Experience This!

Joey Coleman: Where you'll find inspiring examples of customer experience, great stories of customer service, and tips on how to make your customers love you even more!

Dan Gingiss: Always upbeat, and definitely entertaining, customer retention expert Joey Coleman...

Joey Coleman: and social media expert Dan Gingiss serve as your host for a weekly dose of positive customer experience.

Dan Gingiss: So, hold onto your headphones... it's time to Experience This!

[EPISODE 41 INTRO]

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

Dan Gingiss Join us as we discuss: how Hollywood has improved the act of waiting, how the Magic Kingdom continuously commits to customer experience, and how talking in the restroom can be a good choice.

Joey Coleman: Universal Waiting, Disney Committing, and Myrtle Moaning. Oh my!

[SEGMENT INTRO][DISSECTING THE EXPERIENCE]

Joey Coleman: Sometimes a remarkable experience deserves deeper investigation. We dive into the nitty-gritty of customer interactions and dissect how, and why they happen. Join us while we're Dissecting the Experience.

[DISSECTING THE EXPERIENCE: **Universal Waiting**]

Joey Coleman: So Dan, how did you spend your summer vacation?

Dan Gingiss: My summer vacation?

Joey Coleman: It seems fitting to start off for the first episode, you know coming into the fall as we begin Season 2 to let listeners know what you did this summer.

Dan Gingiss: Well, other than vacationing from podcasting I wouldn't say that I actually was on vacation. I was working, and getting stuff done around the house, so no I didn't, like, take any trips or anything. How about you?

Joey Coleman: Well, you know we actually did get the chance to spend some time on the road as I want to do every time of the year and the whole family and I found ourselves in California visiting some family and friends. And while we were there had the chance to spend the day at [Universal Studios Hollywood](#). Now, this was actually the first time in over 20 years that I'd been there. Have you been to Universal Studios, Dan?

Dan Gingiss: So, I went to the Hollywood version when I was a kid, but I have more recently been to Universal Studios in Florida.

Joey Coleman: Gotcha! And so, they're very similar for those of you listening along but somewhat different. What I thought was most impressive, and this is something that I would not have noticed last time I was at Universal Studios when I was much younger, and there was a lot to be impressed with don't get me wrong, but what impressed me the most is how they handled waiting.

Dan Gingiss: Waiting - that's usually the part that is not very exciting, like when you're trying to get on a ride or something like that and you're trying to corral the kids and it's a long winding line like at the airport... That's actually usually the suckiest part of the experience.

Joey Coleman: Absolutely. And to be frank, Dan, that's why I noticed it. Because Universal Studios Hollywood has in my opinion, cracked the code on waiting - and not just waiting in line, but waiting all over the space, and all over your experiences. So, it starts out when you're coming into the parking lot and trying to park. And they actually have these giant signs - kind of the flashing light marquees - that

say, as you're moving up to the ticket booth to pay for your parking, "Ask about preferred parking." And as we were driving up my wife said, "Ask about preferred parking" and she kind of read it out loud. I said, "I was thinking so" and she said, "don't mind if I do." So, as we got up to the front I said, "So, what's the story on this preferred parking and they said, "well, for ten dollars more you go down that ramp." And she pointed to a ramp that had no one on it and the other ramp was filled with cars...

Dan Gingiss: ...did that tell you something, Joey?

Joey Coleman: Yeah! And I was like well let me get this right for ten dollars more, I get to go in that line and be in the park what feels like 45 minutes faster or I can sit in this big huge line and save ten dollars. And at that point I had already made the investment on the tickets, which as you may or may not know is not an inexpensive investment, but I was like you know what, ten extra dollars to get everybody out of the car out of L.A. traffic right into the parking lot and into the park. Let's do it. So, we took the preferred parking.

Dan Gingiss: Let me ask you a question, though.

Joey Coleman: Yeah

Dan Gingiss: I mean this is a serious question.

Joey Coleman: Yeah

Dan Gingiss: Why do you think more people didn't do that?

Joey Coleman: I have no idea. Honestly, I've been racking my brain since this happened because I'm not kidding you, the line of cars to go up the ramp to regular parking was about 40 cars deep. And I kid you not, there was no one on the preferred parking ramp. And I'm thinking to myself is the ten-dollar differential really the deal breaker here or is it that people just are opposed to the concept of paying for preferred parking or they didn't ask so they didn't realize that it was only a ten-dollar difference. I don't know what it was but to me, ten dollars did not seem that significant for parking.

Joey Coleman: Now that being said let me be very clear, I recognize that it was ten dollars and that's an additional expense and maybe because we were visiting from out of town we were only there for the day, I've got a five-year-old and a two-and-a-half-year-old so I knew my total hours of sane children was limited. Maybe if I had adult kids I would have said oh, save the ten dollars cause you're going to burn that on food and drink in the park. But at that moment I was like this ten dollars feels like a really good investment in our time. So, we took it. But I have no idea why more people didn't do it because when we pulled into the parking lot and proceeded to pull up to a space that was next to the escalator that took you into the park.

Joey Coleman: I mean total time from getting out of our car to getting into the park was under a minute. As opposed to parking what usually is the experience in a typical amusement park hey let's have you park 17 miles away and walk it on in kids. You know what I mean it just it felt much better, but it didn't stop there. We had opted in for the Express Pass. Now to be clear the Express Pass is more expensive than the regular ticket. But with the Express Pass allows you to do is go down a faster lane on all of the rides and all of the shows for the shows you get preferred seating plus a faster lane for the rides you get

a faster lane. Now again that your price sensing a common theme here. I was thinking this is worth spending more money to get the Express Pass. But I wasn't entirely sure because I hadn't been to Universal Studios Hollywood in over two decades, but I had been to amusement parks before with my boys. And as much as I love my kids at five and two and a half, they're not particularly patient they're not excited about winding back and forth in that as you I believe called "sucky" line that takes an hour, two hours and most of the rides were a minimum of 45 minute wait, The longest wait I saw was 180 minute wait to get on one of the rides. The cool thing about the Express Pass, Dan, I never waited in line more than five minutes and I only did that on one ride. All the other rides we went down that line and followed it all along passed all the people that are standing to get on the ride for an hour or more and we would go and get into the next available car. Like instantly the very first ride we went on I turned my wife and I was like this was worth it for this moment right here. We just saved an hour to get on this ride that now we can use that time on other rides. And as a result, it felt like we got to go to the entire park three times during one day by buying a single ticket.

Dan Gingiss: Yeah, so I'm a little conflicted on this because I agree with you that that experience is amazing. I mean we were at a [Six Flags](#) a couple of weeks I took my kids and we went to the water park. And it just so happened we showed up sort of early afternoon and it had rained in the morning and so nobody goes to the water park in the rain. And so, but by the afternoon it was still cloudy but not raining and we basically had the whole park to ourselves and we went on all of the water slides like no way just kept going over and over again. And it's amazing. It's a terrific experience. I think where I struggle a little bit is this concept that in order to have that experience, you must pay more than what is already an exorbitant ticket price to go to a Universal or a [Disney](#) or really any amusement park. We're not really naming names here does it matter because they are a lot of them act in the same way and therefore, the people that are paying just the base exorbitant price don't get that benefit. And it's, I think the question that I would ask you is you know if you extend this to a different kind of a company and we've read articles about this too, like is it fair to make people pay more money for a better experience? Or should companies be trying to create a good experience for everybody? And I don't know the answer but basically what you're describing is kind of a pay to play scheme, if you're willing to pay more, they're willing to give you a better experience.

Joey Coleman: Yes, and I understand the concern. Here's my thought on it. I don't think it's about pay to play. I think it's if you're willing to pay more, is it OK to get a better experience and that I'm totally ok with.

Joey Coleman: I'm totally ok with. If you're willing to pay more, you get a heightened level experience because I think in general that's kind of how society works. I'm not saying it should always work that way but that's an interesting segue into the other thing that I thought was fascinating about the waiting, is that waiting in line even if you were waiting in the longer line, doesn't feel like waiting because of what they've done to entertain you during the line. Now for those of you that haven't been to an amusement park in a long time, back in the day I remember it, you'd stand in line and it's basically you're going through the cattle troughs, right you just walked down to the end of the line turn walk all the way back, turn and maybe strike up a conversation with the people that you're passing in the line as you go, but there isn't much happening. For example, the [Transformer ride](#) as you go through you basically feel like you're in a military style bunker. All of the employees are dressed in military outfits which is a reference to the Transformers movie and the auto bot nest right where everybody's operating out of, their video screens playing kind of promotional videos from the characters "in the ride" telling you about the ride and why you've been chosen to go on this mission. So, you're entertained as you walk through it. And so, to me, it left this feeling of even the waiting feels like an experience. It's not just...

Dan Gingiss: Yeah, that I love, Joey. I think that is, that's so important because as we started this segment, waiting in line at an amusement park is part of the experience, unfortunately for most people, and if you can take that and what you call making the required remarkable, right?

Joey Coleman: Totally

Dan Gingiss: If the required is waiting in line. Then the remarkable part is it doesn't feel like waiting in line. That's great.

Joey Coleman: Exactly. Exactly. And I think what I liked about the Express Pass is it was taking it one step further. It was saying let's make the required remarkable and if you decide you want to circumvent the required you can do that and have an even more remarkable experience. Let's put it this way, paying for the Express Pass made a lot more sense to me than paying for a first-class ticket on an airplane. Because a first-class ticket on an airplane, yes you arrive earlier than the person in the row behind you.

Joey Coleman: If you're the last row of first-class but it's like seconds earlier. So, what you're paying for is the bigger seat, the more comfy layback, maybe free drinks. You know it used to be free movies, but even now at least on my airline that I love. Time for our first plug of season 2 for Delta Airlines, my favorite airline, you get all the entertainment. It used to be first class didn't have to pay for the movies, but the rest of the plane did. Now the whole plane on Delta gets all the movies and entertainment free. So, they're trying to figure out how can you make your customers that are willing to pay the most to have an even better experience. I think Universal Studios Hollywood has it which is why I love how they approach the Express Pass and overall there were so many different examples of not making the waiting feel normal. They have an area [Harry Potter World](#) and they brought everybody in for castle fireworks show and light show at night. I overheard one of the staff members saying to a more junior member, we changed the time of the show every night to create unexpected surprise and they funnel everybody through and their characters to meet them and sign autographs and take pictures while you're waiting in line to see the show. So, it doesn't feel like you're waiting. The characters that walk around the park there are certain areas around the park where you can go and have your photo taken with a character and they post a schedule of at this time the minions will be here, at this time the transformers will be here. Plus, they have the characters walking around so you can interact with them randomly. Long story short when it comes to making waiting not feel like waiting, Universal Studios Hollywood has it figured out.

[SEGMENT INTRO][CX PRESS]

Joey Coleman: There are so many great customer experience articles to read but who has time. We summarize them and offer clear takeaways you can implement starting tomorrow. Enjoy this segment of CX Press where we read the articles, so you don't need to.

[CX PRESS: **Magic Kingdom Experience**]

Joey Coleman: Walt Disney once said, "Whatever you do do it well. Do it so well that when people see you do it, they will want to come back and see you do it again and, they will want to bring others and show them how well you do what you do." This CX Press segment comes to us from the Harvard Business Review and is titled, ["Three Principles Disney Uses to Enhance Customer Experience."](#) It was written by Bruce Jones, Senior Programming Director at the Disney Institute. And the article has three

key suggestions, the first one is to create an organizational common purpose. The article defines common purpose as a succinct explanation of what you want the customer experience to be at the emotional level. See all too often we define the customer experience by the outcome. We want the experience to be positive or fast, etc. instead of by the feeling, we want the customer to experience being cared for, comforted, surprised. This common purpose ends up being the essential foundation on which all of your service decisions can be made. Because if you're clear about the common purpose, it's easier to know what you need to do as new situations arise in your business. The cool thing about having a clearly defined common purpose is it gives all employees a clear understanding of what you stand for and why you exist. And Disney's great at using this as the primary tool for getting everybody in the organization on the same page.

Dan Gingiss: Secondly, understand your customers holistically. Now your knowledge of the customer has to be beyond what just happens in the traditional service center. You need to understand customer wants and needs and expectations so that you can create personalized interactions along the entire journey. Using listening posts to assess the customer experience and immediately identify areas where expectations are or aren't being met is really critical to figuring out how to eliminate pain points and find opportunities to surprise and delight.

Joey Coleman: Third, we need to view exceptional service as an economic asset rather than an expense. All too often people ask, well what's the ROI on customer experience. The crazy thing is they're measuring ROI on the short term instead of the long-term because ROI, or return on investment, is really more about the lifetime customer value. And that lifetime value when we take it into account justifies the short-term costs we have associated with designing and delivering exceptional customer service experiences. So, in this three-step prong of you know creating an organizational common purpose, understanding your customers holistically, and viewing exceptional service as an economic asset rather than an expense, Disney makes customer experience part of their culture. It makes a part of their ethos and part of their way of interacting with their customers so that they have the raving reputation that they do.

Dan Gingiss: And you can see that this works because Disney is considered the place to go for amusement parks. It's the one that you hear about all your friends going to it's the one that parents dream of taking their kids to. It's the one that books are written about in order to guide you through. And so, it's clear that they're doing something right here. And to me, of those three things, the third one is the one that sticks out the most which is viewing the exceptional service as an economic asset rather than an expense. I think that you and I have talked about before, Joey, that we believe customer experience is the last true differentiator between brands whether their amusement parks or shoe companies or movie theaters, it doesn't matter. You can't compete on price because it's a loser's game. Products are easy to copy but what's really, really difficult to duplicate is a unique and personalized customer experience.

Joey Coleman: I couldn't agree more, Dan, and I think the evidence we have in the marketplace of that economic asset of creating exceptional customer experiences is how often, and I presume you've seen this, we see on social media usually on Facebook but maybe it's happening over on the Twitter too, where we see videos of parents posting them telling their kids they're going to Disney. Like it seems like in recent years there's been this trend of surprising your kids by having their bags packed and like waking them up in the morning and saying, guess what we're going to Disneyland, or at least I've seen multiple parents post those types of videos.

Joey Coleman: And part of the reason for that is everyone knows if you're going to go to Disney, you're gonna have a great experience. Your kids are going to love it. The parents are going to love it. And as a result, that becomes their marketing and so they're able to spend less advertising saying, hey make sure you come to Disneyland this summer on vacation and instead just let the story that their customers tell serve as their marketing. Bruce Jones the senior programming director at the Disney Institute, notes in his article "At Disney we've been striving to perfect our customer experience over the many decades since Walt Disney founded the company. Attempting to do things so well that our guests want to come back and see us do it again and again, and CX continues to be something our leaders think about each and every day." Here's hoping that all of you are loyal listeners here at the Experience This! Show can commit to the same type of ongoing enhancements of customer experience that Disney has done and continues to do every day and has done for decades.

[SEGMENT INTRO][REQUIRED REMARKABLE]

Joey Coleman: Just because you have required elements of your business doesn't mean they need to be boring. It's time to get creative, have some fun, and make people sit up and take notice. Get your customers talking when you MAKE THE REQUIRED REMARKABLE!

[REQUIRED REMARKABLE: **Myrtle Moaning**]

Joey Coleman: Quick question for you, Dan. Have you read the Harry Potter series of books?

Dan Gingiss: Have I read the [Harry Potter series of books?!](#)

Joey Coleman: I kind of asked for that one. It's like, Dan, have you been under a rock for the last decade? Now, I figured you might have read them.

Dan Gingiss: Yeah, I read them, seen all the movies a whole bunch of times, read them to my kids. Yes, we are fans.

Joey Coleman: Alright, so you were on the Quidditch team at work. OK, that's fine. I wanted to ask because I had an absolutely incredible experience visiting the Wizarding World of Harry Potter at Universal Studios. You know I talked about Universal Studios in the earlier segment about how they made waiting not feel like waiting. What they did in the Harry Potter World was incredible. Not only did they make Hogg's Mead Village and Hogwarts Castle absolutely remarkable and just incredible spectacles to view and interact with and participate. But the thing I want to talk about is what they did around the required elements of their business.

Dan Gingiss: Yeah, I went to Harry Potter world at Universal Studios in Florida and I was absolutely blown away by the attention to detail at every single turn. I mean I found myself even examining the bricks on the buildings because they were so carefully considered, you know their color and their texture, and everything was thought through to try to really resemble the book in the movies. And really put you into this experience where you felt like you were dumped into the wizarding world. So, I thought it was incredible and you know the remarkable parts we talk about this a lot it's why we have a segment named it. These are things that your business is going to have to do one way or another and you can either make them boring and unremarkable or you can figure out how to make them into an

experience in and of themselves. And I think I know where you're going here but the [Wizarding World of Harry Potter](#) did this really well.

Joey Coleman: It really did. And to your point, they took the required things and just completely elevated them to a new level. So, one of the first things we did when we arrived at this section of the park is given the timing, we went to restaurant that is located in the Harry Potter World called Three Broomsticks. Now a restaurant as we all know is required to have drinks, but Universal Studios makes this required element remarkable by having all the drinks they serve come from the Harry Potter books. So, there's [Butterbeer](#), Pumpkin Fizz, and [Gillywater](#). They don't need to be boring or usual soft drinks. They are making interesting drinks, creative drinks tasty drinks so much so that my wife, Berit, who's also a big Harry Potter fan, was looking up the ingredients for the non-alcoholic Butter Beer that my sons and I were drinking because it was so tasty, and we were having so much fun.

Dan Gingiss: And it has a real head on it just like it does in the book in the movies and my kids were left with mustaches from drinking it so...

Joey Coleman: Totally

Dan Gingiss: It's amazing.

Joey Coleman: So, you know you feel like you're drinking beer but you're not drinking beer it basically tastes like cream soda with a shortbread topping. It's incredible. Restaurants are also required to have lighting, but Universal Studios takes this one step further and makes this required element of lighting remarkable by having lights on the walls and on the chandeliers that appear to be like candles even though they aren't. So, the lights are light bulbs but they're in these kind of frosted coverings and they pulse as and flicker as a candle would, even though they're not candles because I watched them long enough to see that there was no repeating pattern. So, they took this thing of lighting and made it something that I'm now talking about on the podcast.

Dan Gingiss: Yeah and this is a great example of making you feel like you have entered the actual wizarding world whereas we know when all the kids eat it at Hogwarts, the entire place is lit up by candles and so doing this in the restaurant makes you feel like you're participating in that.

Joey Coleman: Absolutely. I would say last but not least and this is the one that really caught my attention and made me think of talking about this on the show. Amusement parks are required to have a bathroom. Now, most amusement parks actually give a lot of thought around the placement of their restrooms, right. Universal Studios goes one step further by making this required element remarkable. In the second book of the [Harry Potter series, Chamber of Secrets](#) we're introduced to a ghost that haunts the girl's restroom at Hogwarts - [Moaning Myrtle](#). And what's really interesting about Moaning Myrtle, is when you go into the restrooms you hear her voice. You hear this character talking and saying lines from the movies and from the book and kind of interacting with you. At some point, one could argue it's creepy. But for those that are the real Potter aficionados, you can't help but have a smile on your face that they paid attention to that small of a detail.

Dan Gingiss: I also can't help but have a smile on my face that you're talking about bathrooms on our show because I feel like if you go back and listen to Season 1, it's probably in this order: Hotels, airplanes, and bathrooms are what we talk about all the time.

Joey Coleman: We do spend a lot of talking about these, you know folks at the end of the day we try to make it a family friendly show. At the end of the day if you can create an experience in your hotel or on your airplane or in the bathroom of your business that is remarkable and gets people talking about it you're doing something right.

Dan Gingiss: Yeah it all jokes aside we spent a lot of time in the bathroom. So, we might ask well make it enjoyable.

Joey Coleman: These are places that your customers go, right?! They have all these interactions, and this is kind of the overall philosophy here at the Experience This! Show, customer experience and customer experience enhancement is a lifelong commitment that touches every aspect of your business, every aspect of your business that a customer or a prospect has the potential to interact with, you should spend some time thinking about how can we make that experience remarkable. And if you want to get a chance to have remarkable experiences and see how these required elements can really be made into something special, go check out the Wizarding World of Harry Potter at Universal Studios.

[SEGMENT INTRO][THREE TAKEAWAYS]

Dan Gingiss: At the end of each episode we're going to give you three takeaways. Think of it as a little bonus for staying around until the end of the episode. The takeaway might be something for you to consider or might be something for you to do, or maybe something to facilitate a conversation with co-workers. Either way, we just wanted to give you something to think about between this episode and the next one.

[THREE TAKEAWAYS: Episode 41]

Joey Coleman: Takeaway #1: Is what you're doing impressive enough to get people to bring their friends to watch? Consider that Walt Disney quote we referenced earlier in the episode. "Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do." What are you doing in your business that is so impressive that it makes your customers not only watch but then leave and go get their friends and bring them back, so their friends can witness it as well?

Joey Coleman: Takeaway #2: What is the speeded-up version of your offering? Similar to the Express Pass at Universal Studios Hollywood, what does the enhanced service or product you could offer to help your customers get what they want faster maybe even at a premium price? Some of your customers will place a premium on speed, can you deliver faster? What happens when your customers opt to pay more to get the same results in a shorter period of time?

Joey Coleman: And Takeaway #3: How can you showcase your brand in something that is required in your business? What is the Moaning Myrtle application to your business? Now to be clear we're not recommending you play recordings of strange voices in your office bathroom because frankly that's probably not your brand and would be really creepy if you did it. But what is the way you can let some of your brand spirit or some of your brand energy or ethic show up in the more traditionally mundane aspects of your business? As we like to say on the show how can you make the required remarkable? Could you make crazy and engaging voicemail recordings with music and singing in moments of laughter? Could you add a personalized image to the next invoice you send out? Can you make walking

in your lobby feel like walking into somewhere completely different and completely special? What would it be like to create an out of office message that is so fantastic that your customers are more eager to call when you're not in the office, or email when you're not in the office to get that response rather than your actual reply?

Dan Gingiss: So those are the three takeaways for this episode.

Joey Coleman: Speaking of takeaway, can I add one more, Dan, that is definitely an ask do type of thing.

Dan Gingiss: Well, I think you're going to anyway so go right ahead.

Joey Coleman: You know me all too well.

Joey Coleman: Folks, could take a few minutes do us a favor go over to iTunes and subscribe to the Experience This! Show. Now the reason we're asking you to do this is it really helps with searchability and rankings and we'd love to count you amongst our subscribers here at the Experience This! Show. Not to mention you'll get an alert each week when our next episode is released. Thanks so much for subscribing and remember, you our loyal listeners, are the best part of the Experience This! Show experience.

[SHOW CONCLUSION]

Joey Coleman: Wow. Thanks for joining us for another episode of Experience This!

Dan Gingiss: We know there are tons of podcasts to listen to, magazines and books to read, reality TV to watch. We don't take for granted that you've decided to spend some quality time listening to the two of us.

Joey Coleman: We hope you enjoyed our discussions and if you do we'd love to hear about it. Come on over to ExperienceThisShow.com and let us know what segments you enjoyed, what new segments you'd like to hear. This show is all about experience and we want you to be part of the Experience This! Show.

Thanks again for your time and we'll see you next week for more Experience

Dan Gingiss: This!

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