

## Episode 42: Delivering Remarkable Experiences to Specific Types of Customers at Specific Times

[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 hosts for a weekly dose of positive customer experience.

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

[EPISODE 42 INTRO]

**Dan Gingiss:** Get ready for another episode of the Experience This! show.

**Joey Coleman:** Join us as we discuss a coffee shop that caters to the deaf community. Constructing a media stand without going crazy and an entire state dedicated to customer experience.

**Dan Gingiss:** Signing, Assembling, and Governing. Oh my.

[SEGMENT INTRO] [CX PRESS]

**Joey Coleman:** There are so many great customer experience articles to read, but who has the 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: **Signing**]

**Dan Gingiss:** This week's CX Press article comes to us from Rachel Siegel at the Washington Post and it's entitled, "At Starbucks's New D.C. Store, Employees Will Know Sign Language." So, it turns out that in 2016 Starbucks opened a signing only store in Malaysia and, they're now bringing this to the United States. The first signing store in the United States was hired 20 to 25 deaf hard of hearing and hearing people with one requirement, that they be proficient in American Sign Language. There's only about 200 current employees that identify as deaf or hard of hearing according to a company representative. So, this is going to be a really big deal. And they're opening this store right near Gallaudet University in D.C., which is 150-year-old institution and the world's only university designed for deaf and hard of hearing students. Now, this article was particularly interesting to me because I actually published an article last year about the deaf community and specifically about how social media has become a game changer for this community. I have one of my best friend's brother is deaf and when I was a kid it was impossible for me to communicate with him without pen and paper. And now we're friends on Facebook and we communicate all the time together. And it's absolutely amazing for me and, I believe that it is amazing for him which is why I interviewed him for this article. So, this was something that really kind of touched me and I thought was it was so cool of Starbucks to do. And, it certainly got me thinking a little bit more broadly about how we make our business accessible to all types of customers.

**Joey Coleman:** I agree with you, Dan. I think the question of accessibility is one that is often overlooked in customer experience conversations and really shouldn't be. You know this story actually hit pretty close to home because I, as you know I used to live in Washington D.C., and had the pleasure of actually speaking at Gallaudet as a guest professor, guest lecturer for two different classes for my friend Professor Tom, who's there. And, what was fascinating about this experience is as a speaker I've given a lot of speeches and I've given speeches where there's been a sign language translator translating what I say. But this was the first time I'd ever spoken to an entirely an entirely deaf audience and I learned a lot of things that I think are kind of hinted at in the article and are instructive in the article and that you have to, if you really want to create an experience that is going to be inclusive for those who are deaf or hard of hearing and you want to not feel overly patronizing or like a failed attempt at trying to be accessible, you really need to think about all aspects of the business and engage people in the deaf community. One of the things I loved about the article is they mentioned that when it came time to build this store in the United States, they sent a team from Starbucks over to Malaysia where they'd been operating a store for two years that served the deaf community, so that they could kind of learn from the things that they had already figured out and translate those and bring those over to the United States. So, I love this outreach effort by Starbucks and you know their their placement of this by Gallaudet is I think going to be an incredible opportunity, because if you go to any of the restaurants located near Gallaudet, it's pretty fascinating because you can walk in and the restaurant restaurant might be entirely full and you won't hear the typical din and chatter of a restaurant. Instead you just look around and everybody's signing. And so there are such things is almost like pseudo quiet restaurants in D.C., because they are the ones that are closest to the University frequented by the students.

**Dan:** It really gets you thinking about the various parts of the customer journey at a Starbucks for example. Starbucks is known for calling out your drink or calling out your name and your drink. Obviously, if you have a store that is right near a large deaf community that's not going to play quite as well and they're gonna have to do it a different way right. So, this article talks about having these visual signs. But, this actually got me thinking a little bit about one of the things that I had to do when I was leading digital customer experience at Discover and, that was to ensure that our website and mobile app were compliant with the American Disabilities Act. And, I have to say that when I first learned about the requirements of this act, I like many of my colleagues' sort of looked at it and was like well do we really have to do all this. But, as I looked into what those requirements were and we started implementing them, I realized that they were actually making the site easier to use for everyone, not just for people who are hard of hearing or who are visually impaired or even who were physically impaired because a lot of the ADA requirements have to do with people who have trouble using a keyboard or have trouble using a mouse.

**Dan Gingiss:** And so, you try to make the site again accessible and available to everyone. There's a lot that I learned about different colors that are used for people that are colorblind. And, you know certain colors that don't pop as well on the page, and font sizes and all this and what the conclusion that I came to was that following these guidelines like I said, made for an overall better experience. Often times the guidelines required you to drastically simplify which, of course, as we know makes for a better experience but, that's one of the things that I thought of as I was reading this article is that it's not just the message here is not you have to open up a restaurant just for deaf people. I think the message is there's are all types of customers who are more than willing to pay you money and, you need to consider in your experience development, how any type of customer might have a journey with you.

[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: **Assembling**]

**Dan Gingiss:** So, Joey, have you ever built a piece of furniture from IKEA?

**Joey Coleman:** Why interestingly enough, Dan, as you know I just moved about six weeks ago and, I believe I have now obtained the honorific of "Master IKEA Builder" only because I have painstakingly assembled about a dozen pieces of IKEA furniture in the last few weeks.

**Dan Gingiss:** OK so, you're familiar with this having achieved your Master IKEA Builder's Certificate.

**Joey Coleman:** I think there is a badge I'm waiting for it to come in the mail that I can sew onto my backpack when I'm going to school or something.

**Dan Gingiss:** I'm so calling you MIB from now. Anyway, so you probably know by now that that can be a trying experience. One of the things that always stuck out to me about that experience is that there's pages and pages and pages of instructions that have zero words.

**Joey Coleman:** Zero words

**Dan Gingiss:** You just have to like look at the pictures and hope they're self-explanatory.

**Joey Coleman:]** Totally, in fact usually the only word on the IKEA instructions is the name of the piece which is usually in Swedish. So, it's like high school Viking. And it has three eyes. And, you're like, wait, how to. What was I.., yeah, there's no other words it's all pictures, but it makes it easier for them to send them around the world they send the same directions to every country.

**Dan Gingiss:** Exactly. And, look this is not a knock-on IKEA, it's a terrific company that frankly makes really great stuff.

**Joey Coleman:** All the furniture in my house.

**Dan Gingiss:** Personally, I find it very, very difficult, and it's just, it's not my thing.

**Joey Coleman:** So, you're more of a spreadsheet guy, I'm more of a visual learner. It's okay, Dan. It's okay.

**Dan Gingiss:** So, I recently did need to buy a piece of furniture and I instead went to Target, and I bought something from there. What I think is new Threshold(trademark) Brand and it was a low-profile media stand. And I know that sounds pretty exciting.

**Joey Coleman:** What the heck is a low-profile media stand?

**Dan Gingiss:** Well, I'll tell you it's a wooden TV stand that sits about, I don't know 30 inches off the ground maybe it's got two cabinets couple of shelves and it's built specifically for a big screen TV to sit on. And, so I buy this thing and I bring it home and I take everything out of the box and I'm like get it and breaking out into hives...

**Joey Coleman:** You're sweating... already

**Dan Gingiss:**...just thinking about it.

**Joey Coleman:**...this is gonna be horrible.

**Dan Gingiss:** Yeah, I'm not excited at all and I pull out the instructions and I want to read to you the first paragraph of the instructions. First of all, it had words. So, I mean, that's a starting point.

**Joey Coleman:** Wow! That's shocking. You're already a step ahead.

**Dan Gingiss:** So, it says "Congratulations on your latest target purchase. Now what? Don't start sweating over this box of parts. This will be easy. We did the hard work for you. All you need to do is follow our simple instructions and you'll be on your way to transforming your room in no time. Good luck though we're confident you won't need it."

**Joey Coleman:** Wow! That's that's kind of a bold promise. I got to admit you know, to have the opening volley be, you're about to build something we have no idea of your building talents and yet we're confident you're not gonna need help or luck.

**Dan Gingiss:** Exactly! And so, I don't know if you ever of a "How I Met Your Mother" fan but Barney Stinson used to say, Challenge Accepted.

**Joey Coleman:** Yes! Yes!

**Dan Gingiss:** That was basically when I read that I was like, alright challenge accepted! Like I'm not looking forward to this but if you tell me it's not going to be hard, challenge accepted. So, first thing they did was completely change my attitude about the project. And, I thought that was big because again I'm not a guy who looks forward to building this stuff and I can do it, but to me, it's a pain in the neck. It's not fun and I always make a mistake and have to back up and I just it's not fun for me. And so, all of a sudden one paragraph of text put me in a completely different mindset and...

**Joey Coleman:** It put the spring in your step. You're were feeling a little more confident ready to do your first low profile media stand build.

**Dan Gingiss:** Exactly! And, you know this is one of those things that you often refer to as making the required remarkable this is instructions, after all, right? So, the things has to come with instructions, so is there a way that we can do this in a different way that stands out and so. So, I think they did very well with that with the introductory paragraph but after that it was 13 steps compared to again, sometimes I feel like other products are like 57 stops so 13 steps was certainly manageable. And the thing is is that it was easy and part of the reason it was easy was when they said we did the hard work for you. They were right. So, for example, they already... the hinges on the cabinet doors came preinstalled. That's I mean...

**Joey Coleman:** You mean that the finger pinchers?

**Dan Gingiss:** Yes! That's the most annoying part right.

**Joey Coleman:** The professional finger pinchers that installed that are designed to create blood blisters during the assembly process?

**Dan Gingiss:** Yes, and then you go to close the cabinet and it doesn't close correctly because you didn't put it on right you've got to redo it. They were already installed.

**Joey Coleman:** Nice!

**Dan Gingiss:** So, that step of putting the doors on was literally just snapping them in. It was so easy. And so, I did it with my 12-year old son. It took us, I don't know maybe a half an hour to put the thing together. It really was not... we never ran into any trouble. All of the instructions had words as well as pictures, so it was super easy to follow. And, it was just one of those things that you know obviously you and I are a little geeky in this way as soon as I was done building, I was like, we're going to have to put this in the show.

**Joey Coleman:** This is a segment for Experience This!

**Dan Gingiss:** [Yeah! But for me anyway, this was a terrific example of-just taking something that could have been and, probably would have been for me at least, a lousy experience a required experience and, turning it into something that was remarkable. And, you know obviously, you said at the beginning, if you're going to make a promise like that you better deliver. And, that's why I went in with the attitude of challenge accepted and they did deliver so I was pretty impressed.

**Joey Coleman:** What I think is also great about this story is it gave you the chance to have a win in front of your son. Like I don't know about you but when I was growing up, anything involving directions or assembly resulted in three outcomes. Number one, an incredible amount of cursing...

**Dan Gingiss:** By you or your dad or mom or...

**Joey Coleman:** As I got older I got, I was allowed to be involved. My dad would usually lead the charge and then as I got a little older I could add in, right? Number two, something that I learned from my paternal grandfather, nothing is designed as well as he could have designed it and there should always be extra parts. They send you extra parts. The reality is they send you exactly the parts you need. But he always liked it if there were extra parts, so he would skip steps so that there would be extra parts and then the item would fall apart later. And, number three it pretty much left everyone with a feeling that it would have been better had we not even attempted this endeavor. There wasn't there wasn't this satisfaction of, whoo hoo, finished product. It was like a lopsided low-profile media stand that with much cursing the TV was finally thrown on and just, we'll deal with it going forward. I love that you had a good bonding experience with your son. That's awesome.

**Dan Gingiss:** Yeah it was. And we both felt very accomplished when it was done and, again it left me feeling great. And I'll tell you the next time that I have to buy a piece of furniture that I'm going to need to build myself. You can bet I'm heading down to my local Target.

[SEGMENT INTRO][I LOVE IT / I CAN'T STAND IT]

**Joey Coleman:** Sometimes the customer experience is Amazing! And sometimes we just want to cry. Get ready for the roller coaster ride in this edition of I Love It / I Can't Stand It.

[I LOVE IT / I CAN'T STAND IT: **Governing**]

**Dan Gingiss:** So, before we begin this segment I wanted to note that it was inspired by an article or actually a press release that I read on a very popular website called UtahPolicy.com. And, by the way...

**Joey Coleman:** ...what is going on in your day, what is going on in your day...

**Dan Gingiss:** ...the tagline...

**Joey Coleman:** ...that you find yourself having time to read UtahPolicy.com when you don't live neither in Utah nor anywhere near Utah...

**Dan Gingiss:** Wait! But wait, you've got to wait for the tagline of UtahPolicy.com; "where political junkies get their daily fix."

**Joey Coleman:** Wow.

**Dan Gingiss:** Awesome, huh? So, I don't spend time on UtahPolicy.com but I happened to be directed there by somebody on LinkedIn who shared this article because it's about customer experience.

**Joey Coleman:** Ladies and gentlemen, for those of you playing at home Dan, just mentioned LinkedIn as opposed to Twitter. I was waiting for the by somebody who DM'd on Twitter. No, that was nice. I like to hear your branching out.

**Dan Gingiss:** I liked it too! Thanks for your help. Anyway, if we could get to the point. The state of Utah, Joey, the entire state launched a statewide customer experience program to better serve its citizens.

**Joey Coleman:** Oh my gosh, every state in the country needs to do this.

**Dan Gingiss:** Right, no kidding. Which is why...

**Joey Coleman:** ...every single state. Folks move to Utah.

**Dan Gingiss:** Go to UtahPolicy.com and read all about it. Anyway, I thought this was really cool they did it in conjunction with a company called Qualtrics to better measure the various parts of the experience and the journey. And, anyway I thought this was an awesome idea; an entire state and it got me thinking about the things that we love and can't stand about dealing with the government. Yeah, baby!

**Joey Coleman:** Nice, nice... see folks you thought it was a CX Press story but no it turned into a love it can't stand it episode. All right good good. I like it.

**Dan Gingiss:** Now we're going to do this slightly differently than we did last year. Today what we're going to do is we're just going to name a government agency that we love and, why we love it and what it's done well. And, the government agency that we can't stand and why it has gotten itself into that category because of what it hasn't done well. So, Joey why don't you start us off with one government agency that you love.

**Joey Coleman:** Well, this is probably going to come as no surprise to our loyal listeners, but the government agency I believe that I have the most interaction with is probably TSA. And, while there are certainly things about TSA that I can't stand, I do love the fact that it allows me to accelerate through the security process when getting on an airplane. For those of you that aren't familiar, TSA obviously manages all the security at our airports. They come along with a program called PreCheck after 9/11 when the lines at security were miles long and people are missing their flights like crazy. They come along with this thing called PreCheck where you can pay some money, sign in to opt in to go through security faster. And, nowhere does this experience ring more true than traveling in the summer when tons of people are on vacation who don't fly regularly and, aren't as familiar with TSA as frankly ever changing and a little bit silly rules of take off your shoes, just kidding you don't need to take your shoes. Wait, take off your belt. No kidding. You can keep your belt on and all the things that are changing. This allows folks who spend more time on airplanes to move through security much faster.

**Joey Coleman:** So, TSA has saved me from missing many a many a flight courtesy of their PreCheck program.

**Dan Gingiss:** And, I will say to the listeners if you fly even as much as two or three times a year, the 85 dollars is so worth it...

**Joey Coleman:** ...100 percent... 100 percent...

**Dan Gingiss:** A pro tip you can bring your kids along as well for free so, that is...

**Joey Coleman:** ...yes! Yes, so, if you have children and it's quick it's quick and easy to sign up for and, it just makes life easier and it automatically gets in there. Definitely worth checking out. Big fans of PreCheck.

**Dan Gingiss:** Alright. So, I chose another government agency that isn't always popular. But interestingly about both of these agencies is they're both... they are the two government agencies that are active on social media responding to customers. Yes, there are two government agencies that are doing that. One is the TSA which I featured in my last podcast focus on customer service and, the other is the United States Postal Service.

**Joey Coleman:** Nice...

**Dan Gingiss:** Nobody really likes going to the post office which is why I've been impressed with what USPS has done in terms of shipping packages from home. So, I sell a lot of stuff on eBay or sometimes I'm shipping out, you know, my books to people who order them on website, hint, hint... and, I don't want to go...

**Joey Coleman:** ...that was a subtle plug. Check out Dan Gingiss's book available on Amazon or his website.

**Dan Gingiss:** So, I don't like to go to the post office to mail stuff and shipping online is super easy. There are some hiccups like you can't use certain services like media mail but, whether you're shipping or even buying stamps online where you can see the entire selection, last time I was in the post office they were out of the stamps that I wanted. So, I've actually thought that that they have done a nice job here. Now, that said I'd like to see the postal service compete a little bit better against some of the other shipping companies because they have this huge competitive advantage of local post offices and, I don't think that they're taking enough advantage of that. But, I put them in the love column because the number of times that I have been spared a trip to the post office is now in the hundreds because I have printed postage at home and, I enjoy it thoroughly.

**Joey Coleman:** Nice...

**Dan Gingiss:** On the flip side, let's jump to what we can't stand and, I am going to start with my county's real estate taxing authority.

**Joey Coleman:** Oooo... yes, folks you heard it, he said taxing.

**Dan Gingiss:** UGH! So...

**Joey Coleman:** It's kind of ironic, right that that word means two things. It means collecting money from your government for your property in this case. Or it means an experience that wears you down and beats you down, is taxing.

**Dan Gingiss:** Yes, it definitely is taxing. So...

**Joey Coleman:** Kinda funny how that works.

**Dan Gingiss:** Now property taxes where I live are among the highest in the country and it... what seems like such a sham to me is that you-you hear about your taxes in two steps. You first get a note from the county assessor that says here's the assessed value of your home this year. And, then-then you get your actual tax bill of, and this is how we calculate your taxes and, almost every year at least in the last few years, it's been the same story. The value of my home has gone down because real estate in Illinois has not been great and, the value has gone down. But, then what happens is they, when the tax bill comes, they have this little thing called a multiplier. And, as far as I can understand what the multiplier is, therefore, it only has one purpose, it is to take that lower assessed value and pump it back up to what it used to be so,

**Joey Coleman:** ...you sir are taxed.

**Dan Gingiss:** ...could be the same or higher as last year.

**Joey Coleman:** Dan Gingiss, ladies and gentlemen, has dissected the inner workings of property tax nationwide. Yes, indeed that is what the multipliers there for.

**Dan Gingiss:** Yeah, so that gets a can't stand. How about you?

**Joey Coleman:** You know, I'm going to continue this trend and speak about taxes in general whether those are state taxes or federal taxes. I don't want this to be an overly political issue because we don't really cover politics on Experience This! even though we're in an election year, get out there and vote people, but it's too hard to complete your tax forms. And, I say this not from a place of ego. I spent three years in law school. I took courses on tax law when I was in law school and, I want nothing to do with filling out tax forms; like they're incredibly complicated. And, again not from a place of ego but like I've studied what the different lines mean and what they're there for and, I still find it incredibly overwhelming to the point where I'm thinking, what if you haven't studied taxes and you're trying to do the taxes. This is a pretty complicated process and it doesn't need to be.

**Dan Gingiss:** Yeah, I often find myself asking, you know, thinking to myself like I'm a fairly smart person, I feel and, if it's this hard for me, I wonder what the not so smart people think when they have it.

**Joey Coleman:** And, I empathize it's just like, oh my gosh I am blurry eyed and cross-eyed trying to figure this out. And I kind of have a background in this stuff. What if you didn't have a background in this stuff.

**Dan Gingiss:** And, Joey, I actually didn't realize how to talk about this, but I used to volunteer at an organization that prepared taxes for low-income families. They could come on a Saturday and spend whatever it took 15 minutes, half an hour and, we would fill out their tax forms for them in their very simple tax forms, unfortunately, because usually it had like one job and no deductions and basically the idea was to try to find them the deductions in the and, the tax breaks that they were eligible for. And, it was unbelievable... first of all just the look in people's eyes when you told them you know hey I just found you a thousand dollars. which is like winning the lottery. But, it was also amazing to me how the people for whom these tax breaks were created had no idea they were there because it was so complicated. And so, you know I'm a TurboTax user I've done my own taxes forever. I'm going to go ahead and guess that you are not...

**Joey Coleman:** Of course, you are... I am not a TurboTax user. I am not at all surprised that you are a TurboTax user, my friend, but no.

**Dan Gingiss:** Not at all surprised that you probably have never done your taxes.

**Joey Coleman:** I have used an accountant to do my taxes. I have not done them personally, but I will happily pay experts in tax to do my taxes.

**Dan Gingiss:** So, to me, the question is should we really have to pay someone or pay for software in order to do our taxes. I mean that is the very definition of a poor customer experience. So, it's a completely messed up system that frankly rewards the people who can find the most loopholes. So, we want to know what kinds of experiences have you had with government agencies. Because we want to feature you on a future episode of the Experience This! Show. How can you share that with us? Well, many ways. First, you can go to our website at [ExperienceThisShow.com](http://ExperienceThisShow.com), scroll down to our little SpeakPipe widget and leave us an audio message. We love that you can also tweet at me. I just, actually not tweet at Joey, if I were you I'd go straight to me.

**Joey Coleman:** Yeah, I love you all dearly but even when Dan tweets at me, he then later sends me a text message and, is like did you see I tweeted at you and I'm like, yeah, I did but I don't really do the Twitter. Sorry.

**Dan Gingiss:** Yes, so tweet tweeted me @DGingiss, that's DGINGISS. You can also visit either of our websites. Those are easy, DanGingiss.com or JoeyColeman.com and send us a message there but we want to hear from your experiences that you have had with government agencies something that you love or, Joey...

**Joey Coleman:** ... that You Can't Stand!

[SEGMENT INTRO] [THREE TAKEAWAYS]

**Joey Coleman:** We've talked, you've listened. Now it's time to act. There are many things you could do to take what you've learned in this episode and implement it. But, at times that can feel overwhelming. Instead, why not just focus on three takeaways.

[TAKEAWAYS: Episode 42]

**Dan Gingiss:** Takeaway #1: Does your company make it easy for everyone to do business with you? Starbucks created an entire store to cater to the deaf community. Have you considered how someone who is hearing or vision impaired can use your product or service? What about people with mental or physical disabilities taking into consideration the needs of all of your customers, is a great way to expand the number of customers that want to do business with you.

**Joey Coleman:** Takeaway #2: Does the very first interaction that you have with a customer set the emotional tone for the rest of the experience? Target took what could be a difficult project, building that low-profile media stand, and made it simple and fun. Is there something similar in your business? Maybe it's the welcome letter or the user manual or even legal disclosures or the first email. Anything that's in writing or any communication that can be made fun and welcoming and set the emotional tone allows you to build on that foundation as the customer continues to experience your product or service.

**Dan Gingiss:** Takeaway #3: How does your business learn from what makes other organizations work or not work? We gave some examples from government agencies and we explained what we love and can't stand about each of them. Ask yourself what you can apply to your business. Every time you eliminate a customer pain point or add a remarkable experience your customer's journey you create more loyal customers and also more vocal ones. These are the ones who will tell their friends and family about you, share their experience on social media and bring you even more customers.

**Joey Coleman:** Those are the three takeaways for this episode. Hopefully, you can use them to make the experience your customers and prospects have with your business even more remarkable.

**Dan Gingiss:** And speaking of takeaways, we would love it if you would takeaway this request from us. Would you mind taking a moment to leave a review for the Experience This! Show on iTunes or, wherever you listen to podcasts? It really, really helps us because that's how other people find us and listen to the Experience This! Show. We want more listeners like you and we appreciate when you tell others to check out our show. Thanks very much and we'll see you next week.

[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](http://ExperienceThisShow.com) and let us know what segments you enjoy, 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.

**Dan Gingiss:** Thanks again for your time and we'll see you next week for more.

**Joey Coleman:** Experience

**Dan Gingiss:** This!