

Experience This! Show Podcast  
Hosts: Joey Coleman & Dan Gingiss  
[ExperienceThisShow.com](http://ExperienceThisShow.com)

Official Show Transcript  
Originally Aired: November 6, 2018

### Episode 47:

#### [SHOW INTRO]

Welcome to Experience This! 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.

Always upbeat and definitely entertaining, customer retention expert, Joey Coleman, and social media expert, Dan Gingiss, serve as your hosts for a weekly dose of positive, customer experience.

Get ready for another episode of The Experience This! Show.

#### [EPISODE 47 INTRO]

Join us as we discuss new expectations for high-rise living, placing your order at a fast food restaurant, and staying top of mind in a world filled with distractions.

Building **intention**, ordering **reinvention**, and paying **attention**. Oh my!

#### [SEGMENT INTRO] [CX PRESS]

There are so many great customer experience articles to read, but who has that 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: B.I.G. Toronto Apartments]

**Joey Coleman:** This edition of CX Press comes from the *Globe and Mail* and is written by architecture critic, Alex Bozickovic. The article is titled, "[Thinking BIG: Danish architects have a radical vision to build a distinct condo community in Toronto](#)," and the article explains the vision for a new residential complex in the heart of Toronto by "starchitect" Bjarke Ingels now the...

**Dan Gingiss:** ...hold on a second. Did you just say "starchitect?"

**Joey Coleman:** Yes, indeed I did say starchitect. This is kind of the melding of the word star and architect and starchitect is the name often used to describe some of the world's most sought-after architects and Bjarke Ingels, of Bjarke Ingels Group, or BIG as they're known, is certainly one of them. His firm has been planning to build out a high-rise apartment complex in Toronto for several years, and as of last week it's finally received approval and is going to start construction in pre-sales.

**Dan Gingiss:** Are they also notorious? Ahhhhh....get it? Notorious B.I.G.!

**Joey Coleman:** Wow. Oh wow. Yes. They are notorious starchitects. Notorious B.I.G. starchitects.

**Dan Gingiss:** Fantastic. I know you spend a good amount of time in Toronto, I actually do too. Been there several times this year and will be back later this year, but I hear it's one of your favorite cities.

**Joey Coleman:** Yeah. I did a little analysis and I think Toronto's YYZ or Pearson Airport, is the airport I spend the most time in. Other than my home airport of Denver, so yeah Toronto is fantastic. I'm there 8 to 10 times a year for speeches and client engagements, and I've actually been watching eagerly from the sidelines as this project has come together. Bjarke Ingels is an incredible architect. He's got an absolutely amazing ability to intertwine these visually stunning buildings with a focus on experience. And, this new King Street development in downtown Toronto promises to be just that. Folks, if you want to see this fantastic building, or at least some architect's renderings, an artist rendering of this building, check out the show notes at [ExperienceThisShow.com](http://ExperienceThisShow.com). It's pretty amazing what they're planning to build.

**Dan Gingiss:** So, this article points out a few things about the project that we thought it would be interesting to discuss on the show. The first one being that the building is "configured as a series of mountains, irregular stacks of boxes that each contain a home or a piece of one. The residences rise up over and around four-century-old brick buildings, which will all be retained entirely or in large part. The big design gives each home its own distinct expression and its own terrace. As you step out from an apartment you'll be able to look across the way to wave to your neighbors." As Mr. Ingle's notes, residents will actually be able to see each other and say hello to each other.

**Joey Coleman:** One of the interesting things are the differences between country living and city living, and you know I've had the pleasure of experiencing both, is that in city living, while there's a higher density of people, you live close to your neighbors, and often you don't know who they are and you don't interact with them. It's just kind of the nature of big, city living sometimes. What I love about this project is that there's going to be the opportunity, because of the design of the building, to have more straight-on shots at your neighbors; people who have decided to live in this beautiful building that is designed to foster interaction between the neighbors. And what I also thought was interesting about this project, the second thing is how something new is being fit in between two distinct older neighborhoods. If you're not familiar with downtown Toronto, this project is being constructed in a neighborhood where Toronto's downtown skyscrapers are starting to meet a neighborhood with shorter brick buildings. It's kind of right on the border where it converts from being part of downtown proper to a little more residential, and as Bjarke Ingels explains in the article, "It's not just a giant rectangle. Rather it is a deliberately intended device to create all sorts of social interaction." And so again, what I think is fascinating is the very design of the building is not only designed to create interaction between the neighbors but to serve as kind of a bridge within the neighborhoods to connect the old to the new and the new to the old.

**Dan Gingiss:** And one other quote that I really like from Mr. Ingels was, "if everyone is different then why do so many buildings look the same?" That's been something we've been talking about for a few years now. We've been talking about this on the show as well because different can often be unique and remarkable. The same generally not worthy of

remark. And so, I think if we can tie it to sort of some of the lessons that we come back to a lot on this show is just because your competitors are doing something where everybody else is doing something, it might mean that you should zig when they're zagging because that's what creates experiences that people talk about.

**Joey Coleman:** Absolutely. I think it's fascinating when you drive through suburban America, lots of times you'll go past developments where it looks like a cookie cutter machine dropped the same house next to the same house next to the same house. And, you also see that in a lot of big cities with high-rises that you know are kind of the same steel glass and concrete configurations that one building looks a lot like the building next to it. What I think is fascinating is in the last 20 years we've certainly seen this, but especially in the last 10 downtown cities have really started to emphasize unique architecture and Toronto is certainly an example of this. They have an absolutely incredible skyline. The new developments are really interesting and intriguing and it's actually bringing people downtown in an era where many downtowns are struggling to have inhabitants. Toronto's downtown, at least as an outsider, appears to be growing. And what I love most about this article and about what Bjarke Ingels Group is doing in Toronto with this building, is that it illustrates just how much a focus on customer experience is becoming a major consideration in every industry. It used to be that if you were building an apartment complex, you really only considered the amenities inside the actual apartment units. Are you going to have a washer and dryer? Are you going to have a nice stainless-steel refrigerator? That type of thing. Then it became really important to consider the experience of the building amenities. Well, do you have a gym? Do you have a pool? Do you have working areas, party rooms, or roof deck? But now apartment buyers are expecting their housing choice to be not only unique in look, but to be unique in experience and to have every aspect of the apartment building be speaking to the kind of lifestyle they want to live and the experience they want to have. Even if that's part of a 500 plus unit apartment complex.

[SEGMENT INTRO] [THIS JUST HAPPENED]

We'd love telling stories and sharing key insights you can implement to avoid based on our experiences. Can you believe that This Just Happened?

[This Just Happened: **Fast Food Self-Serve**]

**Joey Coleman:** I did something I don't usually do last week, Dan.

**Dan Gingiss:** Well, either one of two things: You either logged into Twitter and posted a tweet, or you made a baseball reference instead of me.

**Joey Coleman:** Wow! Well, actually I think the baseball reference is a lot more likely. Yeah. No, I did not log in to Twitter and post a tweet. I leave all the tweeting to you, my friend. What I did is I found myself at a fast food restaurant. I was traveling with my family to a wedding and as a special treat for our two little boys, who are five and two and a half, I wanted to get them a milkshake during our layover at the Seattle airport. Now, before anybody is judging me for getting minors a milkshake, it was just one of those flights where they had been really well behaved, and I figured let's dose them with some sugar to make sure the next flight is a disaster. But, as fate would have it, our departure gate was located directly across the terminal from a fast food restaurant that's part of a major chain.

**Dan Gingiss:** OK, so surely, you've had fast food before. What is so interesting or different about this particular visit?

**Joey Coleman:** Well, you're right. While I don't eat fast food a lot, I have been plenty of times over the years, but this was the first time that I ever placed my own order at a fast food restaurant using a self-serve touchscreen. The screen is about 3 feet tall and it allows you to navigate a visual menu, so you select the items you want and then customize them as need be. So, while I was just ordering a vanilla shake, which no pun intended, is a pretty vanilla order - two clicks and we're basically done - I did see people customizing burger toppings, and kind of doing add-ons as they navigated through the menu. And what's interesting is when you place your order, you paid directly using this kiosk and then you wait for your food. There were only two employees behind the counter, and they were filling the orders as they came out and placing the food in To Go bags before handing it over to the waiting customers.

**Dan Gingiss:** One of the things I like about this is that it's easy and, you mentioned that people were able to even customize orders and do that in a simple interface. The other thing that I think is important here, is that it also plays towards accuracy which is usually an Achilles heel at a fast food restaurant. How many of us have driven away and you know they don't have the fries? Or they gave us the wrong burger or something like that? And so, accuracy tends to be a big problem, and I think with a self-service board you get no one to blame other than yourself if the order is wrong.

**Joey Coleman:** There's a lot of truth to that. I won't quote the line from the Lethal Weapon movies about what they do to you at the drive-thru, but I think most people are familiar with that line. I agree with you. I mean it's one of those things where it does give you more control, and it reduces the number of people that they have to have on staff and it makes it a seamless interaction. You're right. It's really important to have a clean and easy to use interface and for the most part, it was straightforward. But I have to admit I did see a few customers struggling and what was interesting is other customers in line started to help them out. So, this whole fear about automating, and you know the robots are going to make us less human type thing, it actually created human interaction by people waiting in line to place their orders, because they were helping the other people in line to navigate the screen. I thought that was kind of an interesting and unexpected occurrence and situation that had been created by this chaos. What was crazy, is when I got to the family wedding I was attending, I told my family about this experience, and I grew up in a small town in northwestern Iowa called Fort Dodge, and my family actually shared with me that this same technology exists in this fast food restaurant chain in the location in my hometown in Iowa. Now, this is a pretty small town and has maybe 25 to 30,000 people max. And so, for folks that are saying, oh the technology's only rolling out to the big city, actually, this is something that appears to be rolling out nationwide.

**Dan Gingiss:** Yeah, I mean that's pretty cool. Now, you do have to worry that at some point, every aspect of your visit to a fast food restaurant will be automated. And, I know that a lot of people are concerned that the robots are taking over and that people will lose their jobs. But I think in this particular case, that's not really the goal. The goal really is to speed up the whole experience. I do think the accuracy thing is important, as I said, but also it is clearly something that is remarkable, as you like to say because right here on the show it is worthy of discussion.

**Joey Coleman:** Absolutely. I think what I found really interesting about this is that in many ways the future has arrived. But, we only can see it if we're paying attention, right? We can

only see the "robots" taking over if we're willing to acknowledge that robots don't always look like robots. Robots can look like an interactive kiosk screen. So, a giant touch screen that allows you to place your own order is a way that technology is really changing dramatically the food ordering experience. And, it's just a matter of time, I think before this technology is paired with a conveyor belt and an automated grill that is going to make a trip to a fast food restaurant easier and faster than ever before.

[SEGMENT INTRO] [BOOK REPORT]

We're excited to give you an overview of an important book you should know about, as well as share some of our favorite passages as part of our next Book Report.

[Book Report: **Attention Pays**]

**Joey Coleman:** I recently read a fantastic book, Dan, that I wanted to share with you and our listeners. It's by my good friend, an incredible speaker, Neen James, and it's called, [Attention Pays: How to Drive Profitability, Productivity, and Accountability](#).

**Dan Gingiss:** Okay, Joey, you've got my attention. See what I did there?

**Joey Coleman:** Oh my gosh, you really went there? I can't believe it. Everyone's familiar with the maxim to pay attention. And for most businesses, that's what they're trying to get their prospects and their customers to do... pay attention to their ads. Pay attention to their messaging. Pay attention to their content, and their efforts to stay top of mind. What I love about Neen's book, is that it turns this behavior on its head, and it shows a more enlightened way to stay top of mind by how you live your life, the habits you commit to, and what you choose to focus on. How you show up in the world dramatically contributes to how much your customers, in both your professional life and your personal life, will pay attention to you. Now, I could go on and on about this book, but let's let the author, Neen James, give you an overview of what the book is all about.

**Neen James:** What a treat it is to share with you, Attention Pays. I wonder if you're tired of being too busy, and maybe not productive or maybe a secret feeling of overwhelm and stressed out. Maybe you can't seem to find enough hours in the day to get your work done. Maybe even take care of your personal life. Well, Attention Pays was written for you, because I think what's happening is we're living these lives of constantly being connected., this constant barrage of disruptions, and we find ourself faced with the dilemma of how we even prioritize our priorities. My book shows you how to unplug from the crazy, plug into the tools and the strategies, and the mindset to have the power that you need to really harness your attention, and help you reach your highest potential. This book was written so that you would be feeling really productive and achieve what I call, work-life integration, that you will get that absolute focus that you crave. After spending years speaking around the globe and coaching clients, I find so many of them are just overwhelmed, overstressed and overtired, and so we needed a solution and that's why I wrote Attention Pays. But what I believe its intention that makes attention valuable, people want to be seen and they want to be heard, and this book will help you as a leader know how you can really make sure that you're investing your attention in what matters, who matters and how you make an impact in the world. I hope you enjoy Attention Pays as much as I loved writing it for you.

**Dan Gingiss:** I can certainly relate to this as I'm sure you can, Joey, because we do live very, very busy lives. And it is amazing how little time we have to pay attention to the

things that are important, and or just to make time for the things that are important. And I know because you and I talk about this a lot that neither one of us gets a lot of sleep because we literally try to squeeze more hours out of the day, but that's not really a healthy way to do it either. I really like what she said there, especially the comment about what matters, who matters and how to make an impact in the world. Because if you take the time to step back and ask yourself, is what I'm doing really important? Does it change things? Does it have an effect, or is it just something that I'm crossing off my To Do list? And I don't know about you, but I've got a To Do list that never seems to end. And I stress about it and I stress about, you know creating, a To Do list and etc. I think the messages that she talks about here are really important, frankly to everybody that's listening and especially everybody that is juggling a job and a family, and all the pressures of life.

**Joey Coleman:** I agree, Dan. I think there are so many things that are on our plate that deciding what to consciously focus on is an important step of every modern professional's life, that many of us don't take the time to do on a regular basis. What I love about Neen's book is how digestible and action oriented it is. Now don't be fooled by the fact that this book is only 169 pages long. Much like Neen, who is a good friend and stands a whopping four feet, 10 and a half inches, this is a small book that packs a powerful message. Neen's work with world-renowned brands like Comcast and the Ritz Carlton and Pfizer, just to name a few, in order to help their executives and managers get better at paying attention. And, each chapter in the book not only outlines the important principles she advocates but includes a series of thought-provoking questions and recommended actions steps for you to quickly, and effectively put her philosophies into action. To set the stage for this let's hear Neen share her favorite passage from Attention Pays. "Ms. Neen, Do you like Ob1 or Yoda better?" "Yoda, of course," I said. I was sitting at my next-door neighbor Eileen's kitchen table savoring a cup of strong, black coffee. Eileen had stepped out of the room and I had reached for my phone to quickly check an email. In Eileen's absence, her five-year-old son, Donovan, dressed in his Superman costume had picked up the conversation with a barge of questions. "Ms. Neen, do you like to play outside or in?" "Hmmm... outside." "Ms. Neen, cats or dogs?" Ugh..."cats" I mumbled. "Miss Neen pay attention to me, please!". Startled, I looked up, "I am honey." He assured me I was not. Standing to his little feet, he jumped up into my lap, took my phone out of my hands and put it on the table, and he took my face, in his tiny little hands and turned it toward him, and with great Superhero passionate intensity he said the words I will never forget, "Pay attention to me. Me! Listen with your eyes." In that precious moment, Donovan helped me realize why it's so important that we give intentional attention to the people, priorities, and passions that are important to us. It took a five-year-old to teach me the value of truly paying attention and to show me that paying attention is not a passive activity.

**Joey Coleman:** I love this example and to be honest it would have been my favorite passage had Neen not chosen it as hers. And here at The Experience This! Show we always let the author pick their favorite passage first. But, what's interesting is I'm guilty of this. I mean I get distracted by technology, and in fact, I had an experience a few months ago, which I'm not proud of, with my youngest son that was very similar to the story that Neen describes. I was on my phone and he grabbed my face and turned it so that I would look at him, and again not proud of this, it definitely led to some changes in how I interact with my cell phone, but I think this is the world we live in. But before I share my second favorite passage, since Neen took my first favorite one, I wanted to give a quick background. This passage comes from Chapter 4 - Focus on VIPs - Systematize Thoughtfulness - which is all about identifying the most important people in the personal and professional arenas of your life, and then making a regular habit of communicating with them and focusing on them. Here's the passage. "Imagine what it would be like if you

entered your boss's office and they stepped away from their computer, put their phone on silent and put it away. As you spoke, they looked at you giving you their undivided attention. They waited until you finished speaking, then asked a question or two showing they had listened with their ears, their eyes, and their mind. Imagine how you would feel. Would you feel that your boss was investing in you? Taking the time to really hear and address your concerns? Does your team get your attention when they enter your office?"

**Dan Gingiss:** You know it's funny that you selected this quote, Joey because just today I was reviewing some takeaways from the Dreamforce conference that I was at last week. This is Salesforce's big conference when I say big, 170,000 people descend on San Francisco, and it turns out that this is actually what Arianna Huffington talked about when she mentioned that in her meetings, she requires that people leave their cell phones and computers in a different room. And, you're not even allowed to bring them into her office, and the whole idea is that she wants people to bring their whole self and their whole brain into the meeting and not have any of those distractions, and you know while that seems like it might be harsh or a little overboard or what have you, it is amazing, even besides from the cell phones it's amazing how much we're dependent on technology at work and how often that causes a distraction. You bring a laptop to a meeting with the intention of taking notes, and you find yourself checking email or jumping onto the web or what have you. I think it's a really great passage and something we should all listen to.

**Dan Gingiss:** So, my favorite passage was as follows. "Time is fixed but attention is flexible," which means it's not about time management, it's about attention management. We don't have a time management crisis, we have an attention management crisis. While we can't control time, we can protect what time we have. Our attention deficit society constantly conspires to steal our time and attention. We have to shield and safeguard our time so that we can direct our intentional attention into more strategic activities, such as the priorities that matter most.

**Joey Coleman:** I love it! Now, folks, I realize that this book may seem a bit curious for a book report on a podcast all about customer experience, but I think the principles outlined in the book make all of us better at delivering a remarkable customer experience to all of our customers... those at work, our co-workers, our actual customers, our customers at home, the customers in our community. Best of luck listening with your eyes going forward. I promise that your various customers will notice.

[SEGMENT INTRO] [THREE TAKEAWAYS]

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.

[Three Takeaways: **Questions to Consider for Episode 47**]

**Joey Coleman:** Takeaway #1: Have you enhanced every aspect of your physical brand experience and do you keep improving it? A house used to be just a roof over your head and a place to hang your hat. Now more homeowners are expecting their house to not only reflect their identity and personality but to provide a series of ongoing remarkable experiences. When customers visit your office, do they have an experience? When prospects visit your store, do they have an experience? What are you doing to have the physical space you work in and serve your customers in, contribute to their overall feelings

about your business, your offerings, and you? What are you doing to keep that experience fresh, new, and ever evolving?

**Dan Gingiss:** Takeaway #2: Are you simplifying and automating the less than fine aspects of your business? Every product or service offering has elements which aren't particularly fun to do and if not done properly, have the potential to create huge headaches for you and your customers. How can you simplify and automate your processes to give customers more control, and thereby reduce the chance for your employees to make a mistake? Can you make doing business with you faster, smoother, more efficient? What can you do to focus your human activities on your customers, and the more complex aspects of doing business with you, while making technological improvements that handle the more basic and mundane tasks?

**Joey Coleman:** Takeaway #3: Are you really paying attention? Most people are overwhelmed by distractions in the form of people, projects, technology alerts, and a host of interruptions too numerous to count. What are you doing to maintain your focus? What are you doing to pay attention to your customers in both your personal and your professional life? If we were to ask your spouse or significant other if you are paying attention, what would they say? If we were to ask your boss, your co-workers, your direct reports if you are paying attention, what would they say? If we were to ask your customers if you are paying attention, what would they say?

And those are three takeaways for this episode.

[SHOW CONCLUSION]

Thanks so much for listening to another episode of Experience This! If you haven't had the chance, please go over and subscribe to the podcast on iTunes. Even if you're not listening to it on iTunes, it's a great way to receive notice about future episodes and frankly, the more subscribers we have, the more iTunes is willing to share these episodes with other potential listeners.

Speaking of which, if you do enjoy the show and if you've listened this long, we think you might feel free to share it with any of your colleagues that you think might also enjoy our weekly musings on bite-sized nuggets of customer experience delight. And as always, thank you for being a huge part of Experience This!

Wow! Thanks for joining us for another episode of Experience This! 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. 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 news 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 This!