

Experience This! Show Podcast

Hosts: Joey Coleman & Dan Gingiss

ExperienceThisShow.com
Official Show Transcript
Originally Aired: October 20, 2020

Episode 110 - From Analog to Augmented - Creating Experiences Everywhere

[SHOW INTRO]

Dan Gingiss (00:05):
Welcome to Experience This!

Joey Coleman (00:08):
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 (00:17):
Always upbeat, and definitely entertaining, customer retention expert Joey Coleman,

Joey Coleman (00:23):
and social media expert Dan Gingiss, serve as your hosts for a weekly dose of positive customer experience.

Dan Gingiss (00:31):
So hold onto your headphones, It's time to Experience This!

[EPISODE 110 INTRO]

Joey Coleman (00:39):
Get ready for another episode of the Experience This Show!

Dan Gingiss (00:44):
Join us as we discuss how to conclude a business relationship in a remarkable way, making it easy for your customers to comply with your contracts, and archaic interactions that hamper your success.

Joey Coleman (00:59):
Canceling, Filing, and Updating... Oh, My!

[SEGMENT INTRO - DISSECTING THE EXPERIENCE]

Joey Coleman (01:06):
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][The Xcellent Xfinity Xperience]

Joey Coleman (01:23):
Dan, in the immortal words of Brittany Spears, "Oops, I did it again."

Dan Gingiss (01:30):
I am not even sure where to go with this one, Joey.

Joey Coleman (01:33):
Well, let me help you out, brother. I would like to officially announce to our loyal listeners that I am no longer coming to you from the comfort of my home in Boulder, Colorado. I have officially moved to Fort Dodge, Iowa - the small town in northwestern Iowa, where I grew up, which means I am much, much closer to where you live. Dan Gingiss!

Dan Gingiss (01:54):
That's right. We're going to be in the same time zone finally for the first time ever, which which makes for easier podcast recording. For sure! I was just wondering, as you were saying that, how many other people in the world have moved from Colorado to Iowa you think?

Joey Coleman (02:11):
You know, it would be fair to say that the majority of people usually are moving from Iowa to Colorado, but in this crazy pandemic time, as people look for ways to reconnect with family and loved ones, I think a lot of people that are finding themselves, or at least I've talked to a lot of friends and colleagues who are moving to be closer to family and are kind of reevaluating their schedules and their times and their commitments. And so we thought about it and we thought this would be a great way for our kids to get some more time with grandma and grandpa and with the aunts and uncles and all the cousins that live around here. So we are back in the Heartland. Iowa. 'Murica! Love it. So good. And I know we've talked about the experience of moving in a previous episode.

Dan Gingiss (02:54):

Yeah. That would be Episode 43 back in Season Two, that would be October, 2018.

Joey Coleman (02:58):

Fabulous Dan. Absolutely fabulous. He is the master of our episode history, ladies and gentlemen! But as I was saying at the time we're recording this, I am surrounded by cardboard boxes, bubble wrap, and moving blankets as we slowly - - make that very slowly but surely unpack in our new location. Now, during the course of our move, Dan, I had a number of interesting interactions as I am wanting to do as I go through life. And I thought that in each segment of this episode, we could speak about a different aspect of the moving process with the goal being, not that you improve your moving business - because most of our listeners are not in the moving business.

Dan Gingiss (03:37):

Except you Steve - thank you for listening!

Joey Coleman (03:41):

We're so glad to have you hear. But instead to hopefully give people some ideas of things that I experienced in moving that happened in your business, that could be improved. Now, the first one I wanted to talk about is how you offboard a customer. Now I spent a lot of time talking about the importance of onboarding in my book and in my keynotes and in virtual speeches, but how you off-board a customer is also crucial. It's the last thing, the final thing that they're going to remember about their experience with you, which is why I want to share a little bit about my experience with Comcast.

Dan Gingiss (04:20):

And next week, ladies and gentlemen, after he's done onboarding and offboarding, he's going to talk about waterboarding. No, never!

Joey Coleman (04:29):

Well, let's be candid and Dan full disclosure, Dan and I have spent some time with the fine folks at Comcast Comcast reputation for their experience. Let's say five years ago, certainly 10 years ago. Is that very different world than the experience of dealing with Comcast today?

Dan Gingiss (04:47):

I actually, I actually heard, I don't know if this is true, but I actually heard that that was one of the reasons for the name change to Xfinity - it was literally to walk away from the brand name because of the reputation it had developed. But as you and I both know that reputation has changed quite a bit over the last few years, it's changed

Joey Coleman (05:04):

Dramatically. And part of the reason for that is the incredible work that the team at Comcast has done under the leadership of Charlie Heren and really looking at what has been a multi more than a billion dollars invested into customer experience enhancements. And I had the pleasure of even though cable companies are historically known for their lack of customer experience. I had the opportunity to have a remarkable experience, allow me to explain. So we're getting ready to move and I need to cancel my home cable and internet service, which is provided by the folks at Xfinity Comcast. So I go online to see if I can do this and I'm chatting and pretty quickly they say for a cancellation, we want to talk to you, enter your phone number and we'll give you a call. So I do, they call me immediately, which is awesome because I'm like, Ooh, LivePerson, non chat, we're going to get this sorted out. And their goal, obviously when they first called me was to identify my account. And while they're trying to pull that up based on my name and my address, the representative that I'm speaking to is making small talk about Colorado, right? I'm in Colorado. I have to give him my address. It identifies as being in Colorado. He's asking if the wildfires are close to our house and showing a lot of empathy and connection interests, kind of easy rapport banter while they're looking at my account, which I really appreciate. And it's kind of easing into the conversation in a nice way. They then asked for the account number. Now I have to admit when they did this, Dan there, I actually said is I often do in these scenarios, if you were to offer me a million dollars to tell you my account number, you would get to keep your million dollars because most companies assign this account numbers that we don't remember. How are we supposed to remember? It's an arbitrary number to your customer. Sure. It might have some meaning to you, but it has zero meaning to me. And usually the only way that you have an account number easily at your fingertips is if you are holding an invoice or you have an invoice called up on your screen, which I didn't. But this is where it got interesting. He actually said is the phone number on the account, a cell phone? And I said, yes, it is. He said, can you confirm the number? And I gave him my cell phone number. He said, I would like to send you a text message to confirm your identity. If you have your cell phone, I was blown away because I was like, Oh, this is super easy. You're going to know it's me because you're going to send the text and I'm going to text back and we're going to be good to go. And don't, you know, it that's what happened.

Dan Gingiss (07:44):

I like it. I like it. I mean, that's a pretty simple and they've now identified you. So what happened next?

Joey Coleman (07:50):

Well, and what I also liked about this, and I don't know about you, have you ever experienced that? I've never experienced proving my identity via text message on a cell phone. Like this was a new technology solution for me. So we're two minutes into this call and I'm feeling pretty darn good about my relationship with the folks that I'm canceling my relationship with. Wait, hold on. I'm pretty good about it.

Dan Gingiss (08:11):

I got to interrupt here. So you've never done two factor authentication?

Joey Coleman (08:15):

I've done two factor authentication, but I've never done two factor authentication with a person on the phone saying, I'm going to send

you this text message I get, I guess maybe I have, but I just, I never, I never thought of it this way. I've done it more for like logging in to get a password where they say, Oh, we're going to send you this thing. And you have to read the number back to us. It's always been an automated experience I've never had

Dan Gingiss (08:40):

Because it's kind of the cross-channel thing. You're on live run. And they're confirming you by text. Exactly, exactly.

Joey Coleman (08:46):

Not such a Luddite that I am not familiar with the concept of two factor authentication, but you are correct. This is the first time I've ever had a human lead into that. So that kind of caught me off guard. The representative then confirms the subscriptions that I have is like, you have cable and you have internet and you have a router and you have a cable box and kind of confirmed all my equipment and then asked which almost every customer service person who has been trained to process a cancellation requests ask, why are you canceling? And I explained that I was moving from Colorado to Iowa. I think he might've made a remark similar to the one you did. Oh, you're the first person I've ever talked to him in the history of the world. That's moved from Colorado to Iowa. And he actually went so far as to say, and I see we don't actually have any service in the place in Iowa.

Joey Coleman (09:35):

You're moving to, cause I said the name of the town I was moving to and I thought, wow, this guy is doing like on the fly research. And I knew that Comcast was not a provider in the local community I live in now. Uh, but the fact that he did that I thought was really interesting. Any, he basically apologized for it and I don't want to say gave an excuse, but he was kinda like, you know, it's just not a marketplace that we've really expanded into yet. And I'm sorry, we're not going to be able to serve you anymore. So suddenly I'm canceling my service and I almost am starting to feel a little guilty about the fact that I'm canceling my service because I'm really enjoying the relationship that we're having in the conversation we're having. He then offered some options for the final payment.

Joey Coleman (10:19):

And this is where once again, the representative saw things from my perspective, I had previously been set up on autopay and he said, look, we can keep you on auto pay and that's fine. But we find that sometimes when customers do that, they forget to cancel the autopay and there might be a payment that gets made that shouldn't get made. And even though we're going to cancel it, here's what I'd like to recommend you do. Let's take you off of auto-pay and send you your final bill as a prorated paper bill to your new, uh, address. And then you can log on and pay it online or just go through our portal and do that. But that way we don't have any type of unnecessary charges on your account.

Dan Gingiss (11:03):

I like that he is thinking ahead and I think really helping you through the process, kind of making sure that nothing slips through the cracks. Now, granted, they want to make sure you pay them too, because you're moving out of state. They don't know where you're going anymore. They may not be able to chase you down. But I think it's a great example of understanding that moving is stressful. And that, that, you know, one thing you may forget to do is pay your last bill. And so he's making it easier for you.

Joey Coleman (11:28):

Yeah, I loved it and it, and it felt like it was really looking out for me. And speaking of looking out for me now, we get to the part of canceling your cable and internet subscription that drives most people crazy. You have to get the gear back to them, right? You have to either mail it back. And now you're trying to make a trip to the post office or you're waiting for them to sell it, send you, you know, a box with the postage on it, or you've got to take it to some location. He says to me, here's the thing. There are a number of Xfinity stores in your town that you could take this to, or by the way, you could take it to any ups store and just drop it off and they'll box it and package it up and mail it back to us.

Joey Coleman (12:11):

Oh, and by the way, you can do this anytime in the next 30 days. So if it's easier for you with your move to box this stuff up, take it to Iowa and then take it to the ups store. That's totally cool with us. Not a problem. Now we've talked about in previous episodes, this idea of, you know, kind of the benefit of being able to take things into the ups store and have a mailed back. And the fact, I forget what the, you might remember Dan, the phrase, you know, the it's not frustration free packaging, that's the other one, but the like, you don't need to provide the packaging service, but I didn't know that Comcast Xfinity had this relationship with ups and it felt really customer centric.

Dan Gingiss (12:51):

Yeah. And I like this because it actually reminds me of another company that we've talked about a couple of times on the show, which is Chewy. And if you'll remember the first time we talked about them, it was specifically of my friend, Mike and, uh, and his cat had just died. And, and the treatment that he got with the flowers and all the condolence card and all that for a customer that was literally out the door. And it sounds like Comcast kind of treated you the same way in the sense that they know they're losing you as a customer. They know there's nothing they can do about it, but they're still helping you out, taking the time to make it as easy as possible. And they're basically trying to leave you with a really positive impression.

Joey Coleman (13:37):

Absolutely. Which brings me to the final thing that the representative said, he made sure I understood everything. I didn't have any more questions. And he concluded the conversation by saying, if we ever end up offering service in Iowa, we would love the opportunity to earn your business again. And the way that he ended the conversation on this final thought of, Hey, I know we're not a good fit, but there's kind of an almost subtle implication that if we were a good fit and we were there, we'd be a good choice for you. But by the way, we recognize that we're not going to be presumptuous, that you would just continue with us. We hope we get the chance to earn your business again. I got to tell you, I hung up that call and I thought, I want to do business with them again. I hope they expand to Iowa so I can become a customer again, because the off-boarding experience was such a delight.

Dan Gingiss (14:34):

And that's amazing. And so many companies can learn from that because one customer lost does not necessarily mean that they're lost forever and they may come back. They may tell others about the experience and help you gain new customers. And so

Joey Coleman (14:52):

That customer that you think you're losing, if you sort of broaden your perspective a little bit and realize that that too is a person that could help your business grow down the road, it's worth investing a little extra time to be civil, to be nice, and to leave them with a good taste in their mouth. Absolutely. And to not take it personally, that you've lost the customer. I mean, here's the deal. We lose customers all day, every day in our businesses due to no fault of our business, Comcast didn't lose me because they did something wrong. They didn't lose me because my internet was dropping. They didn't lose me because the cable didn't work while it was watching a Notre Dame game, they lost me because I moved to another place that they don't serve. So it wasn't that something was wrong. It was that something wasn't available. And I think all too often, when a customer leaves businesses, whether that's the organization as a whole culturally or individual reps kind of take it as a personal affront or they're so focused on retaining the business that they go into sales mode of, well, what if we gave you a better package or a better deal? And the folks at Comcast realized very early on in the process, they can't serve me in the place I'm going. And as a result were okay, sending me off in a pot,

[SEGMENT INTRO - MAKE THE REQUIRED REMARKABLE]

Joey Coleman (16:17):

Just because you have required elements of your business doesn't mean they need to be, or 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.

[MAKE THE REQUIRED REMARKABLE][Thoughtful Design Makes Contract Compliance Easy]

Joey Coleman (16:36):

So I have to ask, did you hire movers or did you do the big Colorado to Iowa move yourself? Well, Dan, uh, you know, the answer to be candid is a little bit of both. I have reached a certain point in my life where I feel very fortunate that we can hire movers because I'm not super excited about lifting boxes and moving. And man, I love my two boys. I've got a four year old and a seven year old as you know, but it's like adding kids added more stuff than I thought it was going bad and I'm not just blaming it on them. I got plenty of stuff myself. I mean, we at our, at our account with our mover, we were at North of 8,000 books. I mean, we're literally moving a library at that point, but moral of the story, we had movers, but through a weird confluence of events, we also ended up with a U haul and I'll save that story for another day.

Joey Coleman (17:25):

Cause it is a sorted tale indeed. But the moral of this story is I had an interesting experience with you hall. See, anytime you rent a U haul, you need to return it with the same fuel level as before. So unlike renting a car where you have to return it full with the U haul because it's a big truck and it has a big guest tank, you have to return it back to the same fuel level. Now this is a contractual requirement, but the challenge is most people have never driven a large U haul truck and they don't know how much gas to put in the tank to get it back to the required level. Yeah.

Dan Gingiss (18:04):

I mean, that is hard to estimate. I've had that happen every once in a while, even with a rental car where they give it to you and they're like, well, it's between three quarters and one half. And I'm like, okay, well, I'll try to get it between those two on the way home

Joey Coleman (18:16):

Have you. And you hope that the person checking it in remembers what the person who checking it out, who usually with, at a different location, totally different person. When they say like, it's kind of between this and this, just get it generally. And I'm like, do they ever go back and charge people? Like I presume they do, if you are way off, but I don't know about you. There've been more than one time when I've been returning a car and I've been like, Oh my gosh, I got to forget. And like spin back around in the airport and go back to the nearest gas station to fill it with gas. But you call has a different approach to this, right? They're requiring you not to return it full, but to the same level. And they have a solution to the problem when they print out your contract, it shows a gas gauge so that you can see not only how much gas was in it when you rented it, but all the little gradation markings on the gauge show you how many gallons of gas you'll need to put into the tank in order to return it to the proper level.

Joey Coleman (19:17):

This was so cool. I had never seen anything even remotely close to this, right? So to me to make sure we explain it, and there are visuals over at our website in the show notes, right? For experience this show.com where you can actually see pictures of the contract and the gauge, but what they do is, so let's say I rented it at three quarters of a tank, they'll say to you, well, if you're down to one quarter of a tank, put in 20 gallons and that gets you back to where you may be and it's, what's absolutely fantastic. But as if that wasn't enough, there are stickers on the gas tank and on the gas gauge, reminding you look at your contract for specific information on how many gallons are needed when you refill. So at every turn you hold is working to make sure you know exactly how much gas you need to put back in the tank, which helps them to make sure their trucks come back properly filled. But it also helped me the customer as I was guided to put the right amount of gas in. So I didn't have an underfilling situation where I would violate their contract and be charged more or an overfilling situation where I would spend more on gas than I needed to spend. You know,

Dan Gingiss (20:30):

I have quoted the great Sage, former Chicago Cubs manager, Joe Madden, multiple times on this podcast and his favorite or my favorite of his sayings is do simple, better, because I think not only does it apply to baseball, but it applies to business. And this is such a great of doing

Joey Coleman (20:48):

Simple, better. This is such a simple solution to a problem. That, again, isn't just on new halls and trucks, which I agree is going to be tougher for a car driver to estimate, because if you're not used to driving a truck, you have no idea how many gallons to put in, but

that is a real problem. Even with rental cars, because you know, when the last guy doesn't return it full, oftentimes they don't go fill it up for you. They just deliver it to the next person with three quarters of a tank or whatever it is. And I love the elegance and simplicity of the solution. And you're talking about stickers and printed gradations. I mean, this cost almost nothing to do, and yet it completely changes the experience and makes it easier for the customer. Absolutely. And I, and I'll take it one step further.

Joey Coleman (21:34):

Dan, we've got this scenario where the last experience you have when you rent a car, you rent a, you haul is you go put the gas in it and drop it back off. So it's in that off-boarding period that we talked about in the last segment with Comcast. So if the last experience I have is I put a bunch of gas in and then as I'm driving to the U hall, I see that I overfilled. I'm irritated. If I see I underfilled, I'm freaking out that I'm going to get charged later. And invariably you're charged like \$19 a gallon, right? They I'm waiting for the car rental company or the truck rental company that comes along and says, Hey, return it with whatever. And we're going to charge you the prevailing street rate to get it back to normal. Not this fall, we're going to charge you a whole tank, which is what most rental car companies do. Or the penalty of we're going to charge you five times the going street rate for a gallon of gas. No, we're just going to do the right thing and, and fill it back up so you don't have to worry. But until that happens, you hall has a great solution.

[PARTNERSHIP WITH AVTEX][Introducing The Experience Points Game Show]

Joey Coleman (22:47):

We've talked about it every weekend. Now it is here. In fact, you probably already saw it, but if you didn't, you want to get over to experience points, game.com. That's ExperiencePointsGame.com to see our newest show. There are laughs. There are tears. There's prizes to be won. Ladies and gentlemen, don't miss the remarkable experiences and the celebrity contestants we have at experience points, game, check out the trailer. Now

Multiple Voices (23:11):

I'm going to say, I call it a moment of magic. My mom is an English teacher. I've written six books. I'm like, no, can't do it. We'll celebrate it over and over again on the way we need them to feel. If I take care of my team, they'll take care of the customer. What the B to B companies report is the number one challenge to customer experience. That was so hard. That's the difference? The analogy worked, the speech did not. And they said, that's a lot of tacos. Show me the money. Let's lose some. This is so cool. And I'm learning so much. It's I think that's powerful to say our customers are expecting more than ever before. I am still ready. There is no way is no way. I'm going to guess. 44%. Yeah, you did a hundred dollars per Dan Gingiss.

[SEGMENT INTRO - THIS JUST HAPPENED]

Joey Coleman (24:07):

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

[THIS JUST HAPPENED][Don't Get Caught in Old Ways to Update a New Address]

Joey Coleman (24:20):

Alright, Dan, we're bringing it home. No pun intended. That's it? You know, what can you say? We're reaching the end of the episode. I want to talk about something that should be so easy to do. And with one of the experiences I had, so I had, it was and yet so easy to mess up. And that was the other experience. So this is a little compare and contrast about something that happened with me, updating my magazine subscriptions. Now I have a number of small addictions. I'm addicted to books. I'm addicted to travel. I'm addicted to art. And yes, it's a little weird, but I've got a touch of a magazine addiction. Now I've tampered that down over the years where I used to subscribe. I'm not making this up to 30 magazines, which meant I had to read a magazine cover to cover every day, just to stay on top of the magazines. I'm now down to about 10, maybe 12. So it's still a lot of magazines. And because I was moving, I needed to update the mailing address on my magazines. Now, anybody who's listening, who's ever done this. Usually what happens is you call up the subscription phone number in the magazine and you tell them your subscriber number and they update your mailing address. But I figured since it's 2020, there must be a better way to do this. So the first experience I had, I went online. I was able to go to the main website for the magazine. I was able to click on a button in the navigation, down in the footer nav that said change, mailing address. I was like, Oh my gosh, thank you. Thank you, website designers who made the navigation easy to understand. I clicked on it. I entered my name and my address and my zip code. It confirmed based on that. It didn't need me to confirm the subscription number, which I so appreciated. Cause I didn't have the magazine in front of me, even though I subscribed to the magazine and I was able to put in my new address and it said, and here's the punchline folks. Your subscription will be updated with the next issue that mails next month I thought this is fantastic. And then I had a different experience. It was like, wait.

Joey Coleman (26:29):

Yeah. So I thought, well, this was so easy. Why don't I go to one of my other magazines websites and see if I can do the same thing. So I click on it, the website and I'm navigating around and there's nothing that says, update your mailing. And I'm looking on, I'm looking and I'm digging and I'm into contact us and there's no phone number. There's just an email. And it's like, we promise to be back to you within 72 hours. And I'm like, what are you kidding me? And I'm going around. And I can't find anything. I can't find anything. And finally I find a phone number and I'm like, great. So I called the phone number and here's what happened. I explained that I had a subscription. They asked me for my subscriber number. I could not tell them. And what ensued was a 20 minute process for them to be able to try to identify my subscription without my subscriber number. Even though my name is Joey Coleman, which is not an entirely uncommon name, but in it not an entirely unique name, fair enough. And when they finally found it and here's where it got really exciting friends, they couldn't update my address. What I had to do is cancel that subscription and resubscribe using the new ad.

Dan Gingiss (27:42):

Uh - I mean, for reals?

Joey Coleman (27:45):

Right? This is a true story. Now here's the crazy thing about this. I fully acknowledge that that is a first world problem. I fully

acknowledge that, you know, no small fluffy animals were harmed in the creation of this customer disaster story, right? It's not a huge thing, but it proves the point that we talk about on this show all the time, which is the little things matter. And when they actually explained to me that I needed to cancel the subscription and then call a different number to resubscribe and give my credit card over the phone,

Dan Gingiss (28:23):

Let me guess. Can I get, you can guess what do you think happened? I'm going to go ahead and guess that you canceled the subscription and didn't call the other number!

Joey Coleman (28:32):

And you are correct. My friend and I won't call that number again because I am not excited to support a business that has such an archaic, ridiculous way of handling things. I mean, if you are in the magazine business, you have to know that people move. And I even am accepting of the fact that some of the magazines that I changed, the address on, I had one tell me that my magazine will start to be delivered to my new address in three months. So for the next two months, the magazine is going to go to the old address and then be forwarded through the post office to the new address on, by the way, guess who pays for that? Oh, that would be the magazine because they can't change the printing of their labels. Then I actually asked the person, why is it that it's going to take three months? And they said, well, we batch print our labels quarterly. And I'm like, how much money are you saving by batch printing that you're losing with all of the people who change address.

Dan Gingiss (29:30):

So first of all, I want to back up a couple sentences. If you're in the magazine business, I'm really sorry. Well dig. I mean, yeah, fair enough. You're probably losing every day. And so, uh, you know, I like to talk about the leaky bucket. Uh, it's time to plug that bucket with the people that actually do want to stay. You should make it a tiny bit more easy for them to do that. But also I talked about in the previous segment about doing simple, better, and changing an address is simple. It is something that we now all expect to be able to do digitally. We shouldn't have to talk to anybody. We should just be able to put it in the website and say, here's my old address. Here's my new address. And now we're done. And if you want to make it difficult on people, you want to make it hard to change the address you want to make it so they're going to lose two months of, you're never going to see those two months of, uh, of magazines because the postal service doesn't forward magazines, the only forward for a first class mail. So those magazines are going to be out in the abyss. You're still going to pay for them. If you want to annoy your customers, then keep doing it the way that you've been doing it since 1950, when magazines weren't in their heyday. But if you're in really any industry, but especially one that is getting swallowed up whole right now, you got to do a better job focusing on keeping each and every one of your customers.

Joey Coleman (30:54):

Well Dan, I'll take it one step further. If you ever have a scenario in your business that requires you to quote unquote, delete or erase or cancel an existing relationship with a customer and hope that they will re-trigger a new relationship with you immediately following that cancellation, stop it, stop doing that. And this sounds obvious, and it sounds like stuff. And I'm sure there's some listeners going, Oh my gosh, this is bizarre. This is ridiculous. I can't even believe this is happening in 2020. I can't even believe that this is the reality of any business. I guarantee that a significant percentage of our listeners work in businesses or industries, where there are ridiculous little things that are happening just like this, that for some reason, we've made it hard to do. It's hard to get a printed invoice or it's hard to get an address change, or it's hard to get on the phone with someone, or it's hard to get, you know, proof of a purchase after the fact, you know, get a reprinted receipt or something like that. There are tons of things in your business that for whatever reason, you've made it difficult for your customers to do. And this is why such a, I'm such a big fan of the customer journey. Audit might be the only time you ever hear Dan, or I say, we're a fan of an audit, but the reality is we get so insulated in our business and our operations that we lose track of the crazy hurdles we're asking our customers.

Dan Gingiss (32:30):

Yeah, I totally agree. And the more hurdles we put in front of customers, the more likely that they're going to trip over one of them. And when they that's the time where they're going to start reevaluating their relationship with you just as you did with the magazine that is going to make you call two different numbers, you reevaluated your relationship pretty quickly. I would imagine and decided that your relationship wasn't worth it anymore. And you know, again, this is 2020. These are things that are expected to be in digital format that are easy without having to talk to somebody. And it's not just millennials that want, that is every single generation that is willing to go online and do these things quickly now. And if you're not there, you got to get there soon.

[SHOW OUTRO]

Joey Coleman (33:19):

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

Dan Gingiss (33:23):

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 (33:33):

We hope you enjoyed our discussions and if you do, we'd love to hear about it! Come on over to ExperienceThis Show.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!

Dan Gingiss (33:51):

Thanks again for your time. And we'll see you next week for more...

Joey Coleman (33:54):

Experience.

Dan Gingiss (33:54):
This!