

# Experience This! Show Podcast

Hosts: Joey Coleman & Dan Gingiss

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## Episode 117 - Making Your Mark on Brand Ambassadors

### [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 (00:30):  
So hold on to your headphones... It's time to Experience This!

### [EPISODE 117 INTRO]

Dan Gingiss (00:39):  
Get ready, for another episode of the Experience This! Show!

Joey Coleman (00:45):  
Join us as we discuss: making your mark on your best customers, why the robots may be coming faster than we think, and how holiday shopping habits are changing amidst a global pandemic.

Dan Gingiss (01:00):  
Ambassadors, game changers, and shoppers. Oh My!

### [SEGMENT INTRO – DISSECTING THE EXPERIENCE]

Joey Coleman (01:08):  
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][Making Your Mark on Brand Ambassadors ]

Dan Gingiss (01:25):  
Well, Joey it's time for the holidays and you know what that means.

Joey Coleman (01:30):  
Snow covered rooftops, the crackling fire, a glass of eggnog, presents under the tree...

Dan Gingiss (01:36):  
Nope.

Dan Gingiss (01:36):  
Wait, what do you mean? Nope. All of those things are coming?!

Dan Gingiss (01:39):  
Well, those are all fine things except for eggnog, which I happen to think is the single grossest substance ever invented.

Joey Coleman (01:48):  
You know, egg nog is not that bad. It can be pretty tasty if you get the right brand, if you get the right brand. It's a

branding question here.

Dan Gingiss (01:54):

But anyway, I wasn't talking about that. I was actually thinking about something else. I was thinking about the annual gift that I receive in the mail from Maker's Mark bourbon.

Joey Coleman (02:03):

They send you bourbon in the mail?

Dan Gingiss (02:06):

Uh, Joey, from your lips to the master distiller's ears. But nope, I don't think they're allowed to do that, but still they always send me a gift and they have for years. Once a year, I get a surprise in the mail from Maker's Mark. One year I got ice ball molds with their logo in it. I got a little miniature Christmas sweater for my bottle. I got a little Santa hat for my bottle. I got coasters. And one year I got this gigantic tube in the mail and I had no idea what it was. It turned out to be maker's Mark wrapping paper, complete with the Makers Mark bows to go on top.

Joey Coleman (02:44):

Wow!

Dan Gingiss (02:44):

And I get all of these gifts because I am what is called a Maker's Mark ambassador.

Joey Coleman (02:53):

Aww haw haw! So you should be properly addressed that way. I think going forward...

Dan Gingiss (02:56):

Mr. Ambassador, yes...

Dan Gingiss (02:58):

Actually, if you must...

Joey Coleman (02:59):

Is there an ambassador on this ship?!

Dan Gingiss (03:01):

I don't know. I don't know if I, this is maybe fast forwarding to the end here, but I'm actually an ambassador for life.

Joey Coleman (03:06):

How does that happen?!

Dan Gingiss (03:06):

So you should refer to me as "Mr. Ambassador" for life.

Joey Coleman (03:10):

Usually the ambassador changes with the next election and the next administration. So I'm, I'm calling fake news on this ambassador for life thing!

Dan Gingiss (03:19):

I can show you my "Ambassador for Life" wooden business card, if you like.

Joey Coleman (03:25):

Wow. We should get a photo of that for the show notes!

Dan Gingiss (03:28):

Let me tell you how this began a long time ago, I went down to Louisville to visit and I did a distillery tour or wanted to do a story to, or rather at Maker's Mark, which is actually located outside of Louisville in Loretto, Kentucky. And unfortunately the day that I got there, they told me that the distillery was closed. Why was it closed? Well, because they were celebrating Ambassador Day and only ambassadors could take the distillery tour. So true story. I said to the nice lady, well, how do I become an ambassador?

Joey Coleman (04:01):

What kind of donation do I need to make? Or who did I need to be college roommates with to become an ambassador?

Dan Gingiss (04:06):  
Exactly. And she said, just fill out this form.

Joey Coleman (04:12):  
Wow! Nice!

Dan Gingiss (04:12):  
Does it cost anything? No. Okay.

Joey Coleman (04:15):  
Really?! Oh nice!

Dan Gingiss (04:16):  
So I filled out the form and became Maker's Mark's newest ambassador, and then was allowed in on the distillery tour, which was great. Now what happens when you become an ambassador at maker's Mark is they actually put your name onto like a metal badge onto the barrel. So it gets affixed onto the barrel. And your name is with, uh, I dunno, about 10 other names on each barrel. And for those that don't know, I mean, a barrel makes at least a couple hundred bottles of, uh, of, uh, bourbon. So it's big, but your name gets put on it and they send you in the mail, a photo of the, of your barrel that has your name on it. They send you a birth certificate, quote, unquote of, uh, the day that your barrel was born and was first filled.

Joey Coleman (05:03):  
Nice. It's kind of like the birth certificate you used to get if you got a Cabbage Patch Doll, but this is for grown ups.

Dan Gingiss (05:09):  
Exactly!

Joey Coleman (05:10):  
I like it! I like it!

Dan Gingiss (05:10):  
They send you periodic videos of the progress of, uh, your barrel because you may or may not know Joey, but...

Joey Coleman (05:17):  
It ages over time!

Dan Gingiss (05:18):  
It does, at least at Maker's Mark, for eight years.

Joey Coleman (05:22):  
That's a long aging process.

Dan Gingiss (05:25):  
It is, it is. And so eight years Maker's Mark is obviously playing a long game and I was trying to figure out all along the marketer in me, what is the long game? And during those eight years, every one of them, they sent me a gift at the holidays.

Joey Coleman (05:41):  
Now, just to make sure I'm understanding, because I think our listeners might be wondering the same thing. You're getting all these gifts and you haven't spent a penny with them, right?

Dan Gingiss (05:51):  
They don't know and I think that's one of the most fascinating parts...

Joey Coleman (05:55):  
They might presume that because you're an ambassador, like who would come and sign up to be an ambassador if they weren't already a fan of the brand, but there's no requirement to give them money to get these perks...

Dan Gingiss (06:04):  
There is no requirement and they don't have the ability to track because it's a product that's bought at a retail store. They don't guarantee data right now, as it turns out, I am a fan of Maker's Mark bourbon, but they, again, they don't know that. And I think that's one of the key parts of this story is that they, there is some faith that they're putting into

their ambassador program, that these are people that care enough about the brand. I mean, just some of the people take the gifts and go put them on eBay every year. Yes they do. But for the most part, these are people that really are big brand fans. And the climax of the experience comes when you get the invitation.

Joey Coleman (06:44):  
The invitation, what is the invitation to?

Dan Gingiss (06:49):  
Well, it actually looks like a wedding invitation and it's got this fancy script writing. And it says that you're cordially invited to Loretto, Kentucky, to Maker's Mark distillery to claim two bottles of Maker's Mark from your very own barrel. So your little, your baby, that you got the birth certificate for is now all...

Joey Coleman (07:11):  
Eight years later, you get to go to the graduation ceremony and get two bottles. So let me guess... You got in your car, you drove the five and a half hours from Chicago to Loretto, and then you...

Dan Gingiss (07:22):  
Wait, wait, whose story is this?

Joey Coleman (07:24):  
Okay. Sorry. Sorry.

Dan Gingiss (07:26):  
Okay. So I got in my car and I drove the five and a half hours from Chicago to Loretto. We had the most amazing experience at the distillery. I'm not kidding you walk in. And when you say that you're here to collect your bottles, it is almost like how you greeted me at the beginning of this segment. Every one of the employees is in on the experience and they hand you a, they first give you a lapel pin to put on your shirt so that everybody knows that you are a visiting ambassador and they all treat you like you're royalty. And you go through these various steps. So they actually handed me the bottles and they were completely blank. They were filled, but they were completely blank. And the first thing that I, the first station I went to, they printed a label and it was a personalized label. I could have it say anything, you know, my name or whatever, anything that I wanted on the label

Joey Coleman (08:16):  
Gift for Joey Coleman, for example!

Dan Gingiss (08:17):  
Exactly, except I an know that's not appropriate gift or you so I wouldn't do that.

Dan Gingiss (08:23):  
My personalized label. And they print it out. I get to affix the labels to the bottles myself. And then they bring you over to anybody that knows the brand Maker's Mark knows that the Maker's Mark bottle is known for being dipped in wax. [inaudible]

Joey Coleman (08:39):  
Right. Yeah. And it's usually red, but if it's one of the more signature brands I think they do a blue,

Dan Gingiss (08:44):  
Well, they sometimes celebrate sports teams and that sort of thing, but I got to dip my own bottles into the hot wax and it was so cool. And of course at that station, you know, that it's a different person, but that, that person is like, well welcome, Mr. Ambassador. We're so happy to have you. And you know, everybody's so nice. So you get to, you get to dip your, put your label on and you dip the thing. And anyway, this all happened. Probably now I'm going to say at least eight years ago that I went and picked up my eight year old bottle.

Joey Coleman (09:18):  
So you've been an ambassador for 16 years...

Dan Gingiss (09:21):  
Something like that. Yeah. Something like that. And you know, what's really interesting. I have not opened either one of those bottles and I can't.

Joey Coleman (09:28):  
I feel like you never would, right? Because it's like, Oh, it's, it's a memento. It's not that, you know, you were going to drink it. It's a, it's an artifact of your experience.

Dan Gingiss (09:39):

Yeah - I could drink it and I could refill it. And no one would be any of the wiser other than me, but I would say, yes, that is true. But in any event, I am reminded of this every single year. And I haven't yet gotten my maker's Mark gift this year, but I will be sure to let you know when it comes, because it's always creative, it's branded, but not in the way that, uh, that your friend, John Ruhlin at Giftology says don't do you know that it's not like a commercial for Makers Mark after all, this is a brand that I have an affinity towards. So I kinda like that it's branded.

Joey Coleman (10:13):

Sure, sure.

Dan Gingiss (10:14):

And I just, I think that the lesson here is that not enough companies play the long game with their customers and you know, you, we talk about, you know, your book talks about how to get people in the first hundred days to stick with you for a long time. And when we are able to improve our retention. And as I like to say, stop the leaky bucket and keep our customers, we still got to make sure that that experience continues to be something that's worthy of them giving us their loyalty all these years.

Joey Coleman (10:47):

Absolutely. Well, I mean, this really appreciates the lifetime value of the customer. I mean, when you sign up to be an ambassador, they already have the next eight years of communications planned. Now they might not necessarily know what gifts they're going to give in year five. Right? But they know they're going to give you a gift in year five. And it wouldn't surprise me if the folks at maker's Mark, given the thoughtfulness that clearly they put into the ambassador experience that they're actually planning out the gifts so that each year they're kind of building in a sequence. So yeah. Talk about practicing what you preach. You say you care about your customers. How many of our listeners are really thinking about the relationship they're going to have with their customer today, eight years from now?

Dan Gingiss (11:34):

Exactly, exactly. And that long game is so important. We talk about lifetime value, but we talk about it as a number, literally as a dollar amount. And that's almost as bad as, you know, treating a customer like an account number, right? Your value is not just a dollar number. And I think if we look at our customers that way and look at the true long-term relationship and what that means, and, you know, for example, long-term value, doesn't include how many times I tell people about Maker's Mark, right? It might, it might include how many bottles I buy. I obviously we said they can't track that, but for, you know, for your company out there, listeners, it might involve sales, but does it even take into consideration that a loyal customer is going to tell other people the other takeaway? I think that is important is it is the holiday season. And it is a, an obvious, but also still great time to remember your customers. You don't have to send them a gift, but do something other than sending an email saying happy holidays, right? Do something that at least shows you - shows them - that you remember them and appreciate them and get them into the holiday spirit. As they're thinking about,

#### **[SEGMENT INTRO – BOOK REPORT]**

Joey Coleman (12:44):

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][Age of Intent by P.V. Kannan]**

Dan Gingiss (12:56):

This week's Book Report features a book called the age of intent using artificial intelligence to deliver a superior customer experience. It's written by PV Kannan, who is the founder and CEO of a company called 24 seven.ai, which is an artificial intelligence powered digital and voice automation platform. Now, I thought this was a provocative title because let's face it. We're still figuring out the role of artificial intelligence in our business, let alone in the customer experience.

Joey Coleman (13:29):

I agree, Dan, you know, I got to say, when you mentioned to me before we started recording that we were, when we talked about featuring this book in a book report, I was intrigued and I got even more intrigued when we got into the book, which we'll come to because AI is talked about so much, but I know very few companies that have actually figured out how they're going to do this. And I wonder if at some point we'll look back on this time in history and be like, gosh, do you remember when people weren't using AI? Kind of like we might say, geez, do you remember when people were using fax machines or do you remember when people didn't have cell phones? You know, it seems so, so long ago and those are tools. Whereas I think of AI, as you know, frankly, at layering, a level of intelligence on your business that we can't even begin to fathom all the things we're going to learn.

Dan Gingiss (14:23):

Well, I can tell you, Mr. Kannan has started fathoming it and I think that's what made this book really cool. And yeah, I agree. I mean, I look at AI and on one hand it scares me. And on the other hand, it excites me and I'm always reminded of a few years ago, I was asked to do a very, uh, private presentation in a Las Vegas conference room for a company's top six or clients and one of the things they asked me to do in the presentation was to bring, and I'm quote, an example of a great chat bot. I was like, Oh my wow. That's like the toughest assignment I've ever been given...

Joey Coleman (15:06):

That's an oxymoron isn't it? Like, especially then! Maybe now it's better, but ugh...

Dan Gingiss (15:11):

Exactly. Then it really was tough. And I do think that it's gotten far better and thanks to companies like [24]7 and so that's what I thought it was really interesting. So let's jump to PV Kannan, in his own words, giving us an overview of his book.

P.V. Kannan (15:27):

I wish that every company you interacted with could just know what you wanted and go get it for you. That when you pick up the phone or open the chat window that the company would use, what did know about you to anticipate your needs there on the words of a future, just like that. As a leader of [24]7.ai, a company that uses AI to improve customer experience. I share my expertise here on how and why, which will agent rollout succeed or fail. Uh, explain how to architect key information systems overcome corporate resistance and bad practices and successfully analyzed customer journeys to make virtual agents effective. The book that I wrote, Age of Intent, is about a world where the smartest type of chat bots known as virtual agents are powered by artificial intelligence and connected to a customer's complete profile and past history in order to be generous of the customer. These virtual agents can anticipate just what a customer is looking for, answering questions through chat on the phone, through Apple iMessage and Facebook Messenger and through smart speakers like Amazon's Alexa and Google Home, they will transform the business world with efficient, scalable service. That's available 24 seven and get smarter every day. The book contains real world examples from leading companies, both those who got it right and those who got it wrong - with lessons learned that you can apply to your business. I'm very proud to say that the age of intent was named one of the best business books by Strategy & Business and award-winning management magazine for decision-makers around the world. I hope you enjoy reading my book as much as I enjoyed writing it.

Dan Gingiss (17:27):

So, Joey, what do you think of the world of which P.V. speaks, where, and I quote, "every company you interacted with could just know what you wanted and go get it for you?"

Joey Coleman (17:38):

You know, Dan, like you said, before we heard from P.V., AI excites me, and intrigues me, and it terrifies me as well. Right? I think the, the most recent research I saw about Facebook and just the algorithms that are running and to make a distinction here, algorithms versus AI, two very different things. The algorithm, if you like a post after 150 likes the algorithm at Facebook is better at knowing whether you will like the next post you see than your spouse is and after 300 likes, it's better at knowing whether you will like the next post than you are. Right. And that's an algorithm. So the AI piece of this that is scary is like, Oh, at what point do the robots take over? And are they smart, quote, unquote smarter than us. But the flip side of it is every area of my life. I find myself running towards the convenient solution. I find myself running towards the thing that can take the parts of life that I don't really get excited about and just put them on autopilot. Like I don't get excited about finding out that we're out of paper towels. Right? I would love it if they just showed up, I would love it. If just some of these things happen, I would love it. If you know, the 10 sites that I actually care about AI knew to put their Cyber Monday deals in front of me, you know, and that type of thing. So I do think there are some places where AI can really make our lives easier. And I'm excited to see what that's gonna look like!

Dan Gingiss (19:14):

For sure. I mean, automation can be great. It's a, it is a convenience factor. It's a speed factor as, as you said, and those are things that we know customers want. I think the key is, and I've been saying this for a while, is that there is a human element that customers, I believe personally are always going to want to desire, but they certainly desire today. And the machine has to know when it's hit its limit. And so what I ended up doing in that speech, by the way, because I literally at the time could not find one that I thought was worthy of sharing is I ended up sharing one that was held up by Mark Zuckerberg at, uh, at the at Facebook's F8 conferences being, you know, one of the newest and greatest at the time. And I went through the experience and what I found was when I got stuck and I needed help, the whole experience collapsed because in my case, what happened was the chat bot asked me if I wanted to talk to customer service. I said, yes, it responded to customer service was closed, begging the question, why it asked me in the first place, but then, but then the live customer service agent actually joined the chat. And I was talking to both the bot and

the agent at the same time.

Joey Coleman (20:31):  
Nice.

Dan Gingiss (20:32):  
And so like, my head was going to explode!

Joey Coleman (20:35):  
Yeah, exactly. Well, and, and it begilles the phrase "artificial intelligence" when it's not acting intelligent. Right. And chatbots probably aren't necessarily seen as artificial intelligence and even the conversation or the example I was giving about automation really isn't necessarily artificial intelligence. It's maybe the lowest levels of artificial intelligence where my gut instinct is P.V. Is hinting at things that go beyond what we've seen now.

Dan Gingiss (21:04):  
Absolutely. Absolutely. And that brings me to my favorite passage, which I think is one of his key selling points for why we should be thinking about this. And you and I have both heard hundreds of times of companies looking at the entire contact center as a cost center. And I think we know better that, that it really should be looked at more as a revenue center, but one of the things I was worried about when AI came onto the scene and virtual agents came onto the scene was that there would be some companies that would immediately look at it as a cost savings initiative. Hey, let's get rid of all the human agents and just have the computers do it, or the robots do it. So this is the quote that I really loved from his book. He said, "[o]nce you recognize that virtual agents, aren't primarily about squeezing out costs, you can see the big picture, how they position your service operation to generate a better experience, build loyalty and focus humans on what humans do best, which is to solve complicated problems and make emotional connections."

Joey Coleman (22:07):  
Uh, so well said, Dan! Especially that part about emotional connections. Cause I do agree that's the piece of the puzzle that we're going to struggle with with AI. Can we teach AI empathy? You know, it's funny. My favorite passage actually comes directly after yours in the book in chapter three. Now this may be a first ladies and gentlemen that, you know, Dan and my favorite passage bump up against each other, but P.V. notes that there are seven ways virtual agents improve customer service. Here they are: (1) Consistency. It gives the same right answer every time. (2) Uptime. Making service available 24/7. (3) Capacity. You can scale up to serve customers quickly, even during peak service periods. (4) Speed - reduce time spent waiting for a human agent. (5) Productivity - help human agents deliver smarter and better service. (6) Intelligence - generate new insights by analyzing aggregated service interactions, and (7) Channel Independence. Consumers can use voice or text chat and get the same answer from the same bot.

Dan Gingiss (23:21):  
Now I admit, a couple of those were new to me and I thought that was a very interesting passage as well because of that list. The one that really stuck out to me was number five, which is productivity, because I think it is so cool to imagine an agent sitting next to, you know, I always think of like IBM's Watson, right? It went on Jeopardy and beat all the human contestants, right? Because it knows everything. And so I always imagined this agent, this human agent sitting next to a supercomputer that knows the answer to every question that the customer could possibly ask. And it knows everything about that customer because it has entire order history and addresses and phone numbers and children's names and all this sort of stuff everything's there. It makes that agent so much smarter. And as, as P.V. vVery well said in the, in the quote that I shared, it allows the human agent to do what they're good at that I don't think computers are ever going to be good at, which is to be human, right? Because that is still part of the customer service experience that we want. And so I, I love that concept. And to me, the companies that figure out how to use this technology to make better agents, instead of trying to replace their agents. I think those are the ones that are going to win. Did any of them stick out to you?

Joey Coleman (24:45):  
You know, they did. I liked that one, Dan, but I also liked ironically enough, the next one in the list. Number six intelligence...

Dan Gingiss (24:51):  
He's always a step behind ladies and gentlemen.

Joey Coleman (24:54):  
It's story of my life. Just trying to keep up with Dan Gingiss ladies and gentlemen. Well, if we're not seeking ways to gather the data from our customers, which a lot of businesses are doing, but then turn it into intelligent insights - not just data collection for data collection sake, but rather to drive intelligent insights - we're missing a huge opportunity to mine, that data, to find the golden customer experience. I really think there's a tremendous opportunity to incorporate more intelligence into businesses. And I think AI is going to make that a lot easier to do, to do it at scale, to do it more

in more cost effective ways and to do it much, much faster.

Dan Gingiss (25:38):

I couldn't agree more with you, Joey. I think that is also, uh, a great example and I mean, all seven of them are cool. And like I said, got me thinking, but I think we nailed the two if I say so myself. So let's hear from the age of intent author, P.V. Kannan and let's have him read his favorite passage.

P.V. Kannan (26:00):

Here's the question: are you ready for virtual agents? Every company that is considering virtual agents does so far, for two reasons, it provides a better customer experience and it saves money. They'll make the case effectively. He must generally prove improvements on both fronts, which you emphasize will depend on what's going on strategically at your company. But regardless of which facet of the decision you focus on you won't succeed unless you've laid the groundwork as a major telecommunications company discovered there are four types of questions you should ask to get that groundwork ready. The first one is economic. Where will you save or money from automating your customer facing processes? The second one is technical. What work will be required to get your technology infrastructure ready to connect to intelligent chatbots? The third one is political. What must you do to win our key executives in the company? And the last one is cultural. What will it take for your company to become comfortable with allowing customers to interact with virtual agents as well as humans to get your company ready for virtual agents, you'll need to face and work through all four of these challenges.

Dan Gingiss (27:20):

So folks, P.V. Is asking all the right questions and he helps to answer them in the Age of Intent using artificial intelligence to deliver a superior customer experience. I suggest you go out, get the book and read it and learn how you can use this evolving technology to improve the customer experience at your business.

#### **[PARTNERSHIP WITH AVTEX][Game Show Hosts for Experience Points]**

Joey Coleman (27:52):

Dan, this season has been all about games in many ways. Let's play a little game. You and I, I'm going to name a famous game show you tell me who you think the host was, or maybe you know who the host was. We'll start off easy though. Wheel of Fortune?

Dan Gingiss (28:07):

Pat Sayjack.

Joey Coleman (28:09):

That's an easy one. Jeopardy?

Dan Gingiss (28:10):

Aww, rest in peace, Alex Trebek. I actually got to interview him in college. It was amazing.

Joey Coleman (28:16):

So nice. So nice. Yes. Very well known host. Let's make it a little more difficult. What about Joker's Wild?

Dan Gingiss (28:21):

One of my favorite game shows as a kid, Jack Barry.

Joey Coleman (28:26):

Wow, nice. I liked Tic-Tac-Toe...

Dan Gingiss (28:29):

And Wink Martindale of course.

Joey Coleman (28:31):

Very nice Price Is Right?

Dan Gingiss (28:33):

Who could forget Bob Barker and yeah, I know there's a comedian that does it now, but nobody will ever be Bob Barker..H

Joey Coleman (28:40):

Even though after Happy Gilmore, my, my view of Bob Barker kind of changed a little, but that's okay. What about Card Sharks? We're going to start bringing out some difficult ones.

Dan Gingiss (28:49):  
Uh, I think that was Bob Eubanks.

Dan Gingiss (28:51):  
Impressive, uh, \$100,000 Dollar Pyramid?

Dan Gingiss (28:54):  
Uh, Dick Clark and I think and, uh, pre New Year's Eve Dick Clark, if I'm...

Joey Coleman (28:59):  
Yes, yes. Definitely a classic. What about the Dating Game?

Dan Gingiss (29:03):  
Oh, that was Chuck Woolery.

Joey Coleman (29:06):  
Who, in many ways, had the best name in game show hosts. How about Family Feud?

Dan Gingiss (29:11):  
Also a favorite. I mean, you had to love the, uh, completely un-pc Richard Dawson, but then even, uh, you know, today Steve Harvey hosts it and, and he does, he's hilarious too.

Joey Coleman (29:25):  
Yeah, exactly. Here's a favorite of mine? How about Who Wants to be a Millionaire?

Dan Gingiss (29:29):  
Uh, another, another RIP - Regis Philbin. Uh, one of the best!

Dan Gingiss (29:33):  
Yeah, very big Notre Dame fan. I had the chance to meet Regis a number of times. Great. Great. I mean the reality here is, we've just revealed something that I've known about you for years, Dan, that maybe our listeners didn't and that's, if you could have grown up to be anything in the world, other than shortstop for the Chicago Cubs, I think it might've been a game show host.

Dan Gingiss (29:57):  
Second base, but yeah, you're right. You're absolutely right. And my kids will tell you, even if we, if we sorta follow game shows into, you know, what has become, I think a reality TV, I've had a man crush on Jeff Probst for a long time and survivor. I've never missed an episode. So yeah, I've always wanted to be a game show host, which is why I was so excited when Avtex asked us to host their new game show called Experience Points. Now, Experience Points is the most fun that you can have talking about customer experience. Now we have a lot of fun here, absolutely, but you know, we got to put our serious hats on every once in a while so that we...

Joey Coleman (30:40):  
We try to act professional!

Dan Gingiss (30:42):  
But this is so much fun. We have new episodes each week. We have celebrity contestants that play three different games over a three-week period. And so CX thought leaders actually get to earn cash for their favorite charity as the answer CX questions and share their expertise on how to fuel exceptional experiences for customers. So join your newly-minted game show hosts, Joey Coleman.

Joey Coleman (31:07):  
and Dan Gingiss.

Dan Gingiss (31:09):  
for experience points brought to you by Avtex your end-to-end CX technology and consulting partner.

Joey Coleman (31:17):  
You can find Experience Ppoints at [www.experiencepointsgame.com](http://www.experiencepointsgame.com) that's [www.ExperiencePointsGame.com](http://www.ExperiencePointsGame.com) or on YouTube at the Avtex channel or on your favorite podcast app, just search Avtex Experience Points. That's A- V-T-E-X, Avtex Experience Points, and you too can be part of the Experience Points Game Show experience.

**[SEGMENT INTRO – CX PRESS]**

Joey Coleman (31:46):

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][Ecommerce Marketing Study of 1,000 Consumers Shows Drastic Shift]**

Dan Gingiss (32:05):

In this week's CX Press, we're going to look at a new study by Ignite Visibility, a digital marketing agency based in San Diego, California. Now they surveyed a thousand customers about their holiday shopping habits to find out how they expect to shop this season. So from the e-commerce marketing study, by Ignite Visibility, here are some of their key findings. (1) Most consumers will be shopping and buying on a desktop compared to mobile. That's 50% to only 15% - a third of customers said both.

Joey Coleman (32:45):

I resonated with this one totally. I know it makes me sound old and anybody who's a regular listener knows I am the least tech savvy of the two hosts here to experience this. But I'm all about the desktop. When it comes time to shopping and buying, I just find it easier to search, easier to have multiple windows open, easier to do a lot of things. So that one did not surprise me. I was super excited about that.

Dan Gingiss (33:08):

And listeners may also know that I prefer the desktop too, except I am the PC guy. And Joey is the Mac guy. So feel free to write in or call and tell us what you are.

Joey Coleman (33:18):

Yeah, exactly. I love it. I love it. And full disclosure, I'm probably in the category of both. I have purchased some things on mobile. Random question, Dan, what's the most expensive thing you've ever purchased on mobile?

Dan Gingiss (33:30):

Wow.

Joey Coleman (33:31):

Throwing him a little bit of a curve ball here, ladies and gentlemen. I'm not sure... I probably I've, I definitely have bought a couple of my pinball machines on eBay. And I mean, that could have been a mobile purchase.

Dan Gingiss (33:43):

Nice. I once had to buy a rather expensive plane ticket - that's a story for another episode - that was about a, just under \$2,000 plane ticket on my phone. That was, I think the most I ever spent on it, but it was like a same day or same day ticket. And it was crazy. But long story short mobile is the future. Just not quite yet. Okay. Number two, consumers were equally open to clicking on an ad in Google or an organic listing in Google for purchasing a product. This is significant as studies in the past have shown strong favoritism for organic listings. So people are getting more comfortable with clicking on those ads, even though it says "ad" right next to it.

Dan Gingiss (34:22):

Yeah. And a lot of people know that. I mean, you, you should be able to tell the difference between the ads and the organic listings. And a lot of people will just breeze right over the ads to get to what they know is kind of Google's recommendation. But it does look like, and this could be the language in the ads that the people are starting to at least equal that out.

Joey Coleman (34:42):

Well, and I'll be honest, I like to actually, if I like the brand, I click on their organic listing. And if I don't like the brand, that I'm like disgruntled that I have to buy there, I click on the ads. Exactly. I'm a little weird that way. I love it. All right. Number three 86%. That's 86% of consumers need to see an ad two times or more before buying and 31% need to see it six times or more before buying. Now, this resonated with me because as a marketer you're told over and over again, that people have to see your message more than once in order to respond. But man, six times it just feels like you're bothering them, but it works.

Joey Coleman (35:26):

It is bothering them. But I will say as somebody who, as you know, really the only social media app I spend time with is Facebook. Maybe this is why I keep getting fed the same ads over and over and over again in Facebook. And I'll tell ya, I purchased three things. This holiday season that I would not have known about had I not been fed ads in Facebook. So thanks Facebook for listening to me talk and then serving up ads that are about,

Dan Gingiss (35:53):

They know you better than you do.

Joey Coleman (35:54):

They know me better than I know myself. Keep on liking it. All right. Number four, I thought this was an interesting one. And it segues to something we've talked about before in the past 55% of people will be shopping more on Amazon this year versus last year. But interestingly enough, that's kind of not a surprise. We know Amazon's eating the world is getting bigger and bigger, but what that means is that 45% of respondents actually plan to use Amazon less. Now this is in line with recent trends, such as a rise in consumers, wanting to support small businesses and looking for direct to consumer experiences, three quarters of shoppers say, they're not afraid to go into stores despite the COVID 19 pandemic. It's just the other quarter of shoppers who are saying, you know what, everything's online this year. So yeah, lots of shifting behaviors in 2020 when it comes to online purchases.

Dan Gingiss (36:46):

Yeah, I thought this was really interesting. I mean, there are days where I feel like I could buy absolutely everything I ever needed on Amazon and yet I don't. And I do think that, uh, that people want to support their local businesses. Even the large chains that are local, they want to support them because heck a large chain is a whole lot better than an empty strip mall. Right? So it's, uh, it, you know, we do want these stores to stay in our, in our neighborhoods and communities. And so we definitely want to support them as well. And I believe you can be both. I mean, I love Amazon and I shop elsewhere as well.

Joey Coleman (37:19):

A hundred percent. I don't think you necessarily need to be. I'm a hundred percent old Amazon all day long, or I'm anti Amazon. There's a giant gray area in the middle. I also think when it comes to shopping in your local community, yes, you may be shopping in a chain store, but the employees that work there live in your town, they live in your neighborhood. So you, you are putting money back into your community based on the wages that those employees are making from working there. So definitely not a clear line here, but some interesting developing trends.

Dan Gingiss (37:52):

Oh, for sure not to mention the taxes that are collected by the company. Number five, customers are shopping and purchasing products much earlier this year. And despite the current economic climate, more than half of consumers plan to spend the same or more this year compared to last year. So folks, basically that means by the time you're listening to this podcast, you're already behind the ball and shopping cause most of your friends and family have already got their holiday shopping done.

Joey Coleman (38:21):

So true. I will say this, which I, a mom, hopefully you don't mind me sharing this story. I was talking to my mom actually earlier today and she said she has never been further ahead in her Christmas shopping than she is this year. And I think part of the reason for that is so many people are home and they're looking forward to the holidays, even if it's going to be a socially distance, not hanging out with family holiday, that they're actually putting more thought and energy into it and coming to the table with their shopping earlier. So it's playing out that way in the Coleman household for sure. And I imagine it might've played out that way in your households to.

Dan Gingiss (39:01):

Indeed. And number six, takeaway from the study was the most important deciding factors in an Amazon purchase are the number of stars and positive reviews followed by delivery time. And I think that is certainly makes sense to me. I mean, I check the reviews of every product and, uh, and not just the stars. I actually like to go and read the reviews of both positive and negative reviews, but it is amazing how much impact that now has in the purchasing decision.

Joey Coleman (39:33):

It really is, especially when you think back to pre-Amazon, or even just five, ten years ago on Amazon, the reviews didn't play as big a role as they do today. It's like with each passing year, they play a bigger and bigger role. And so the review strategy for your business is important, but it's also important for us as consumers. So I totally get it. I mean, I think some key takeaways from this study, Amazon is still the e-commerce powerhouse, but there is plenty of room for other competitors. I mean, Shopify is coming along and making e-commerce solutions for small and medium-sized businesses much easier to use. You don't have to try to be Amazon. They are who they are and they're the best at what they do for a reason. You can just be you and create a more personal experience, which is something that Amazon will always struggle to do.

Dan Gingiss (40:27):

Agreed. And especially if you have a bricks and mortar store, because that's the one thing that, uh, other than the, some of the small stores that we've referred to in past episodes, they don't really have that physical presence that a,

that a local store does. Pay attention to how the pandemic affects shopping behaviors this holiday season. because I definitely think that some of those trends are likely to follow in 2021 and as always make things simple and convenient for your customers and they will keep coming back. Happy holidays to all of you, our listeners. We so appreciate you enjoy the season, stay healthy and safe!

**[SHOW OUTRO]**

Joey Coleman (41:15):

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

Dan Gingiss (41:19):

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 (41:28):

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 (41:46):

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

Joey Coleman (41:50):

Experience.

Dan Gingiss (41:50):

This!