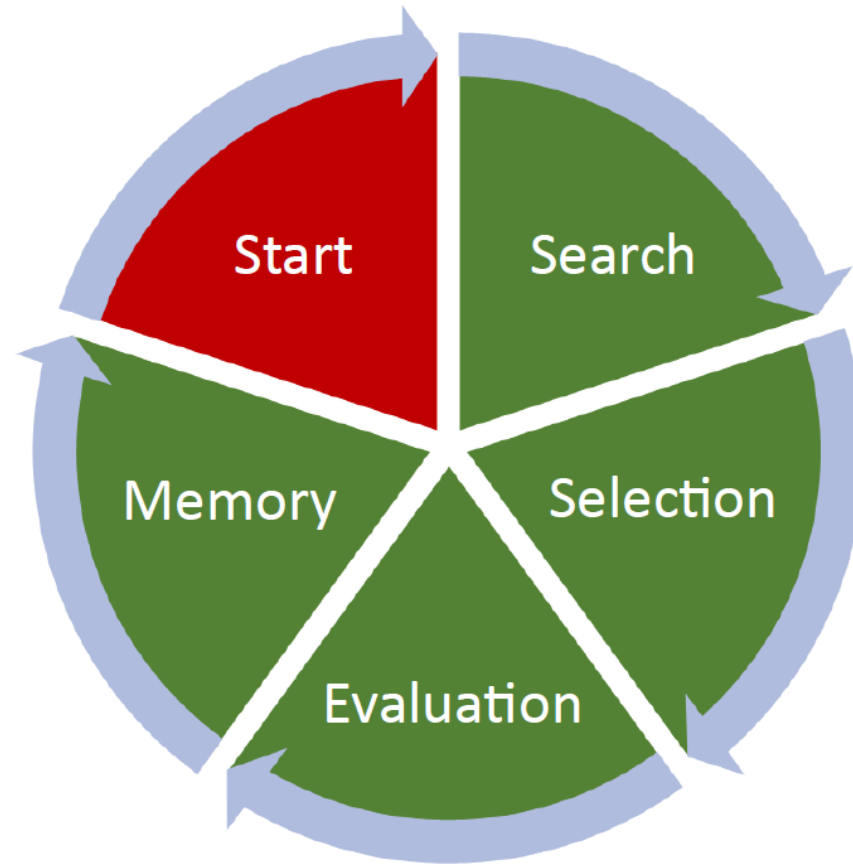


The Service Experience -
The Way Your Customer Remembers You

Leticia López
Great Service ForumsSM

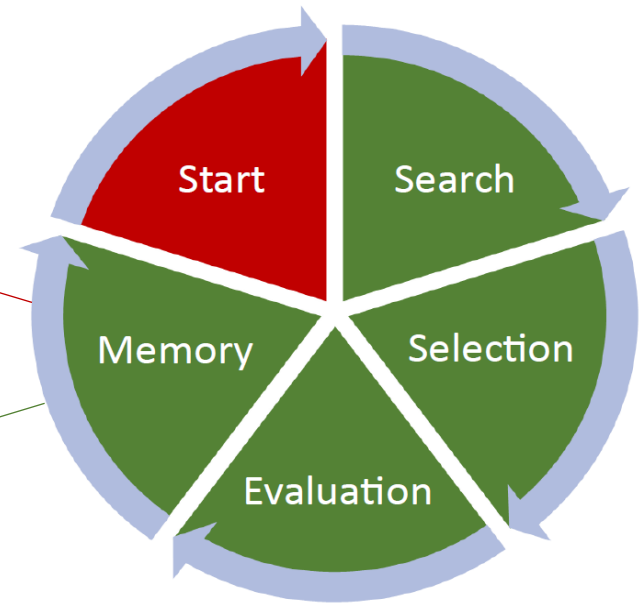
The CX Cycle



Memory

First Impression

Last Impression



Psychology of Memory

First and last memories are recalled better than the interactions that take place in between!

First Impressions

- Great first impression
- 7 seconds
- Prepare
 - Company Story
 - Planning

Your Company



Last Impressions







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Benefits of a Grand Finale

**Lasting impressions are
important in future
decisions.**

Benefits of a Grand Finale

- Determine whether a customer will stay with us.
- Determine whether a customer will tell others about us.
- Determine if they will provide feedback.

Benefits of a Grand Finale

*Gives us a chance to
correct a mistake!*

Benefits of a Grand Finale

*“We have a chance to earn
higher customer loyalty
when we have a great recovery
from a service failure or mistake.”*

Shep Hyken

Plan Your Company's Grand Finale

“Do not leave it to chance!”

Shep Hyken

Some Ideas for Your Lasting Impression

- List why your services/ideas are the best for your customer's needs.
- Tell them how your company can address their top priorities.
- Trigger visualization and decision-making process by asking, "What will be the next step?"
- THANK YOU!

Thank You!

