



**THE  
EXCEPTIONAL BUSINESS ACADEMY**

**Exceptional Service and Lasting Experiences**

**Exceptional Service**

*The ordinary world focuses on great customer service. We focus on doing business with us as life-transforming.*

- Surprise and delight

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- Follow up in all its forms-
  - Before- giving just the information they need. Dripping useful information
  - During- reminders, preemptive, service announcements
  - Post- immediate, short term and long term; knowing them and what's going on.

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- Creating a frictionless experience
  - Review all touch points. Make it easy.

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- Preemptive

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- Using technology
  - Technology can be used to create an impersonal experience or a deeply personal experience. The choice is yours.

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- Other ideas

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