



April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida



A large green rectangular sign with a white border and four silver screws. It contains the words 'LEADERSHIP' and 'SUCCESS' in white, all-caps, sans-serif font, stacked vertically. A large white arrow points to the right, starting from the end of the word 'SUCCESS'.

LEADERSHIP
SUCCESS →



THE VOICE OF FOOD RETAIL 



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***Customers:
Now and Forever***



THE VOICE OF FOOD RETAIL 



ROADMAP

- The Customer “Revolution”
 - Group discussion
- Customer Service and Customer Experience
 - Video and Live Examples
- Brainstorm ideas for creating a culture of service “experiences” in your operation
- Develop your action plans for execution





“Six Tangible – And Extremely Profitable – Reasons To Provide Excellent Customer Service.”

- 1. Your sales go up**
- 2. Your competition is hurt**
- 3. Customers stay with you longer**
- 4. Their loyalty is a barrier to competition**
- 5. It is easier to get them to buy more**
- 6. You can achieve higher margins**

- Source: Forbes, January 2013



CUSTOMER REVOLUTION....
where you are no longer in charge.

THE CUSTOMER IS !



- Fueled by 4.5 billion people connected to social networks talking about your company and influencing their circle of family, friends and colleagues.
- People share their *experiences* with others
- This information travels faster than your ability to contain it.



“The **experience** customers must receive when patronizing our business must be exceptional and thus worthy of their repeat business and word of mouth referral.

The task of delivering this type of service isn't easy...however it is a prerequisite for long term business success.”



Customer Service

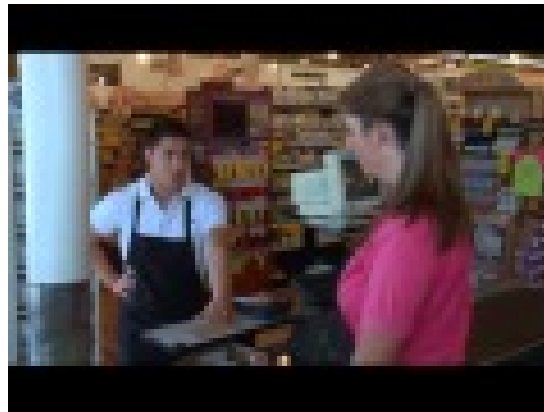
.....or

Customer “*Experience*”

**Is your goal today to deliver great Customer
“Service” or to create memorable Customer
“*Experiences*”?**



“Wednesday’s Touch”





***“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”***

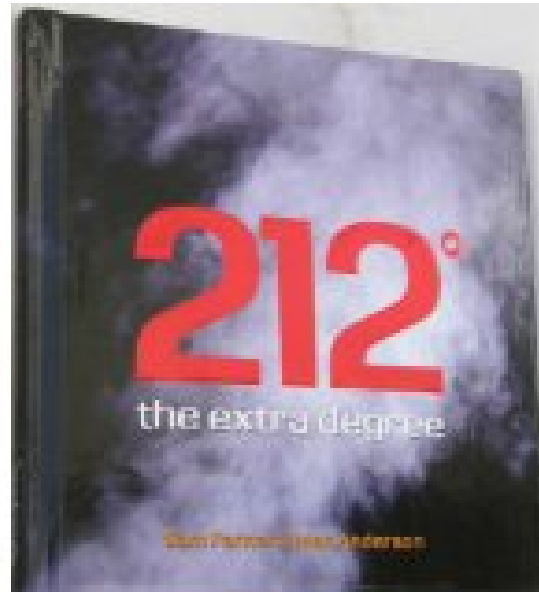
- Maya Angelou



- ***Sean Doyle***
 - *Store Manager, Price Chopper Supermarkets*
- ***Tracy Kading***
 - *Store Director, Hy-Vee, Inc.*



“212* the extra degree”





“Do what you do so well, that they will want to see it again and bring their friends.”

– Walt Disney

