#### **AVIONTÉ**

#### CONECT

# CREATING SUPERITANY\*HODAK

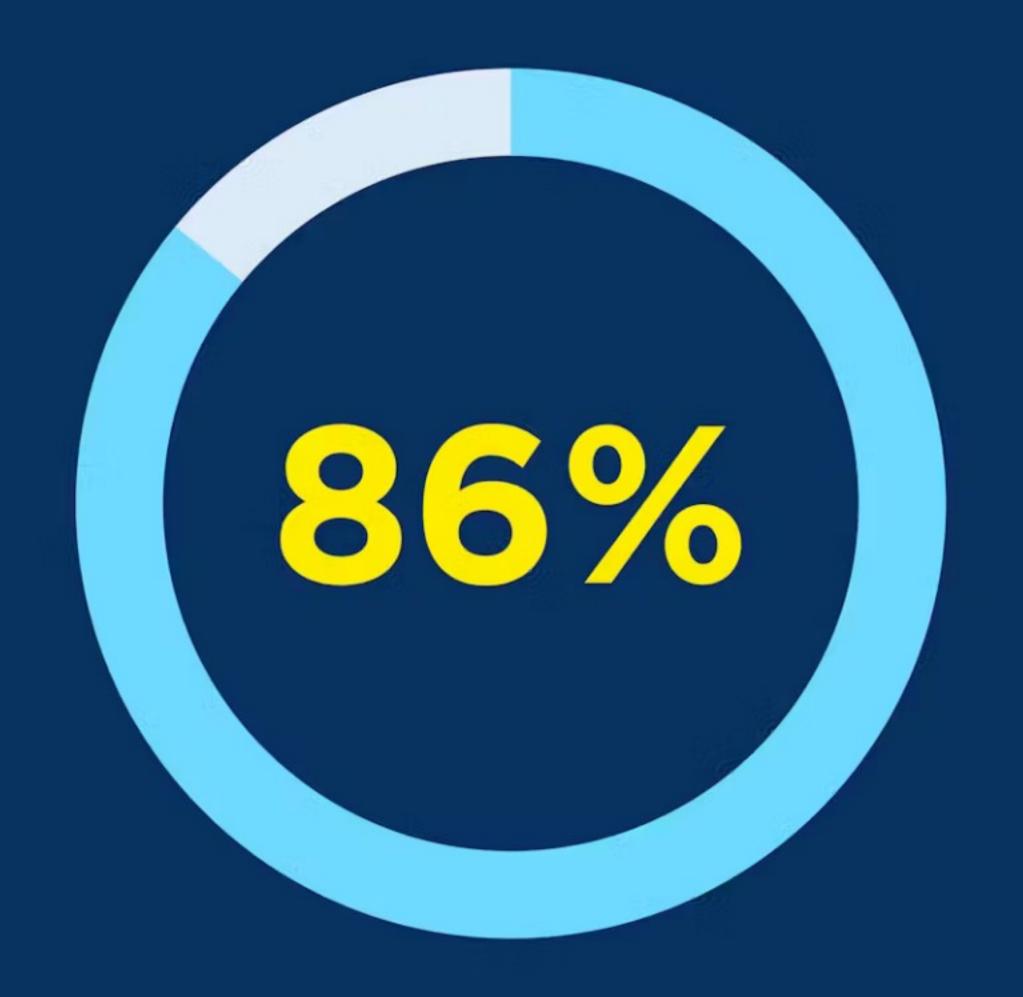


REGARDLESS OF THE YOU'RE IN, YOU'RE IN THE -EXPERIENCE. \* BUSINESS \*



## WE ARE LIVING IN AN EXPERIENCE ECONOMY





of customers are willing to pay more for a great customer experience.

(PwC)





## EXPERIENCE $\star$ $\star$ $\star$ AND $\star$ $\star$ EVERYTHING





#### JOIN:









#### Have you used Mentimeter before?









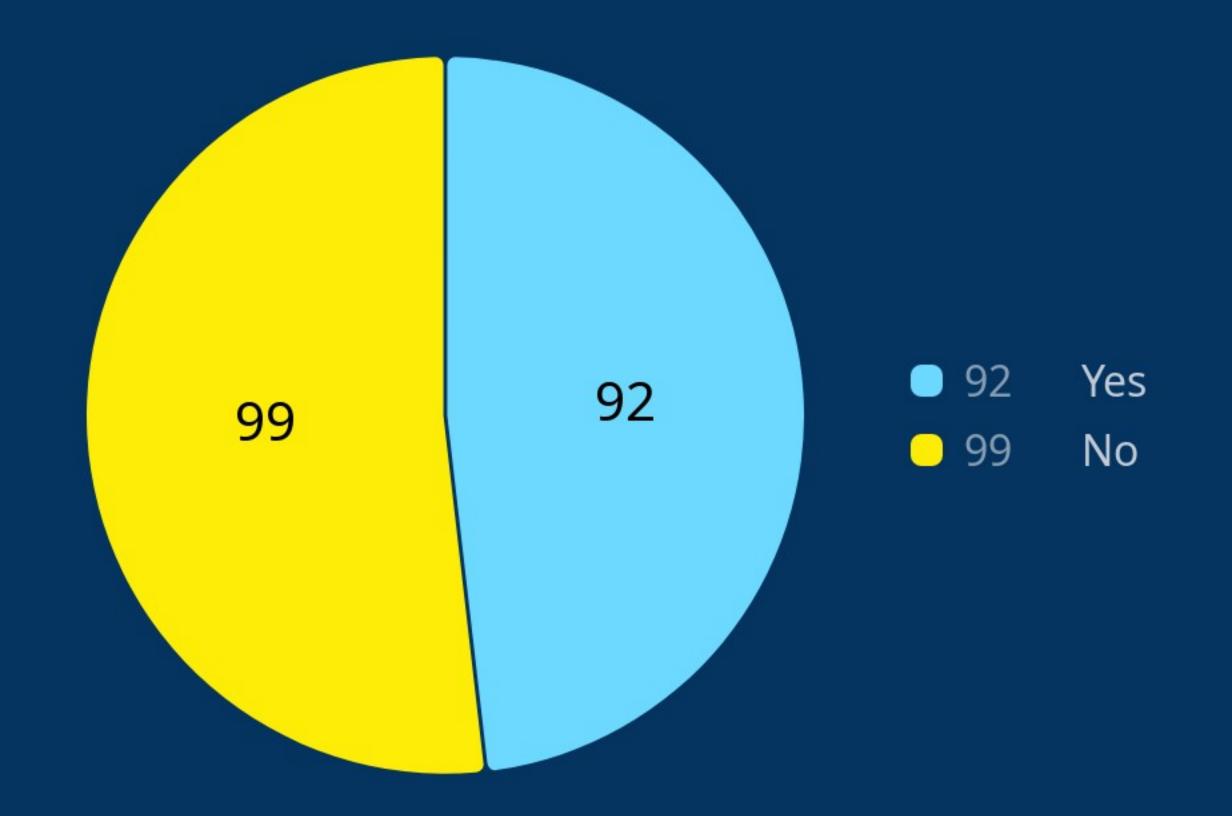








#### Is this your first Avionté Connect?

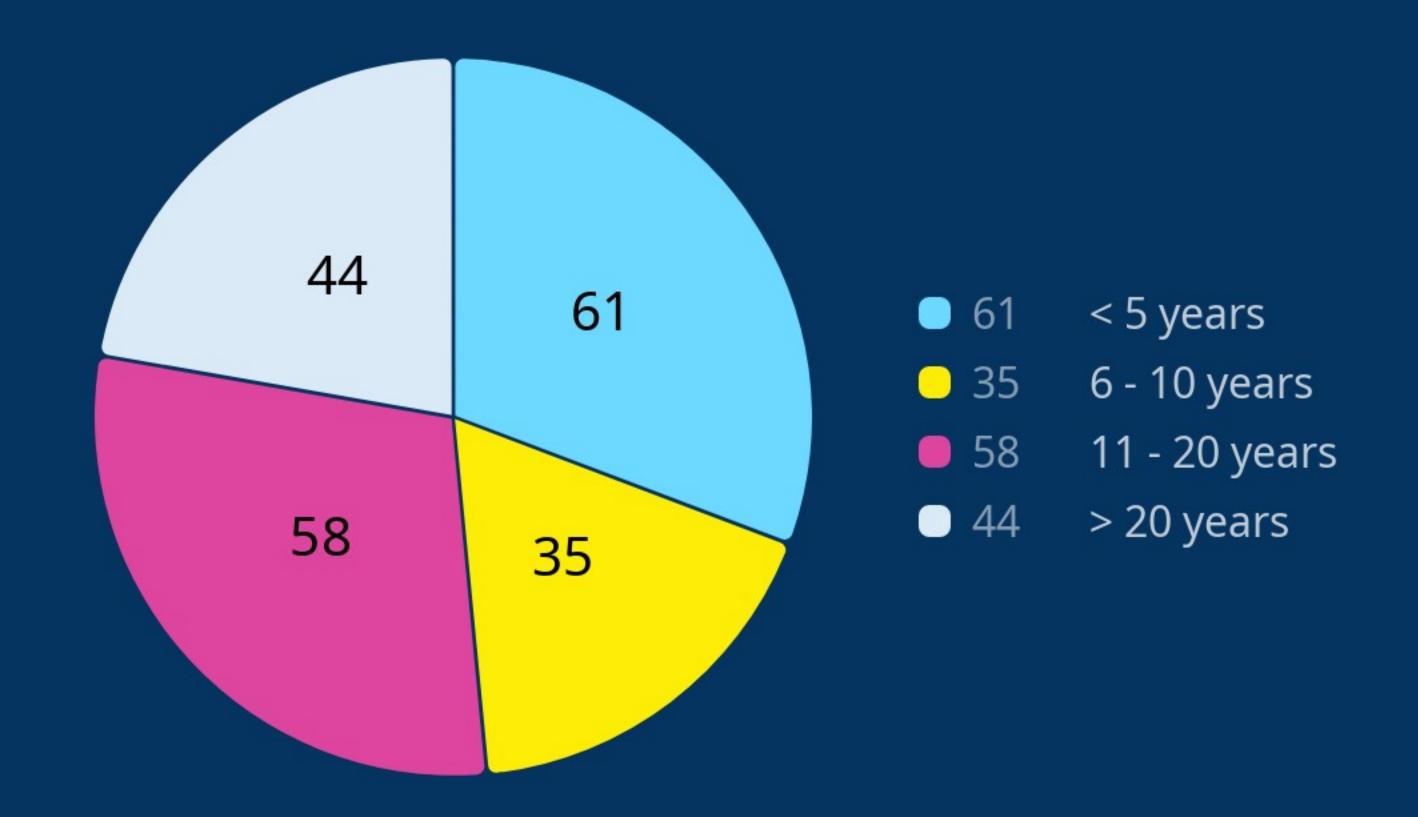








## How long have you worked in the staffing industry?









#### How would you describe your company in one word?

288 responses









#### Where is the last place where you had an exceptional experience?

138 responses



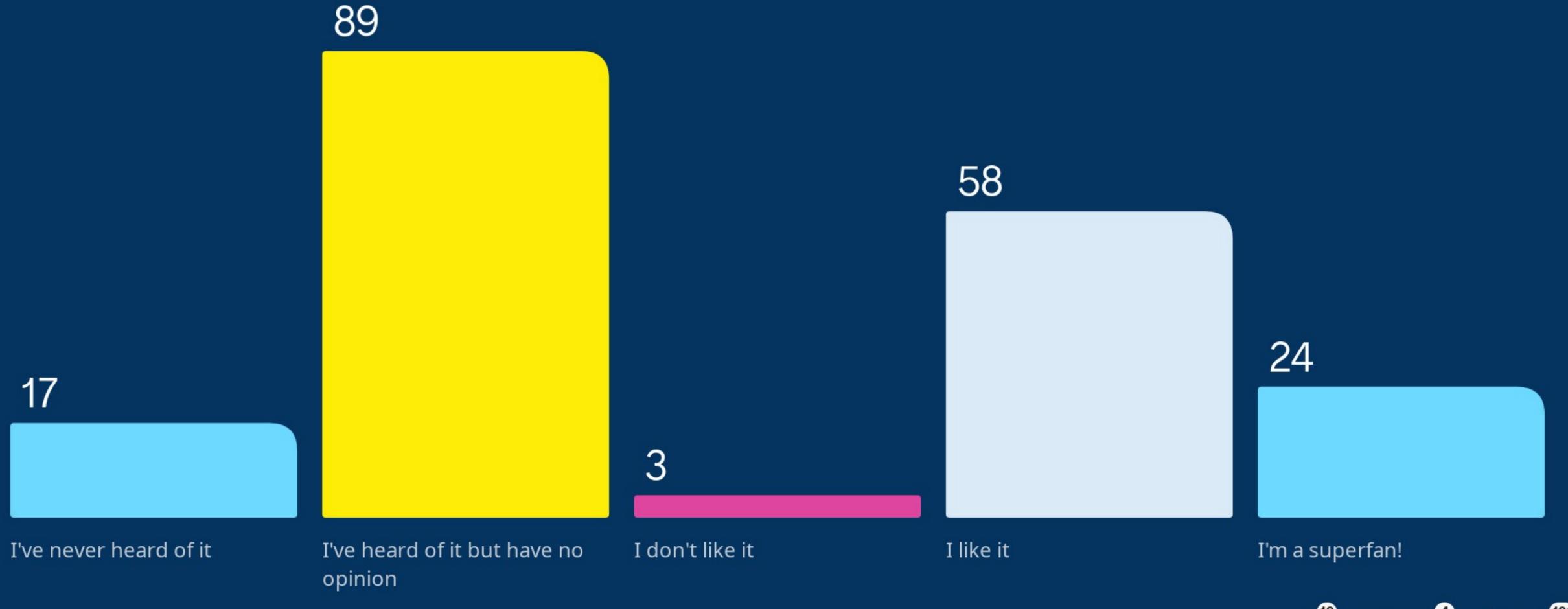






# 

#### What's your opinion about Chewy.com?

















Bandit & Bear









shop v

pharmacy ~

brands

chewy picks

give back ~

today's deals

buy 2, get 3rd free: toys & n

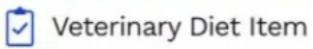
Back to search results for "royal canin veterinary diet digestive support for dogs"





#### Royal Canin Veterinary Diet Adult Gastrointestinal Dry Dog Food

By Royal Canin Veterinary Diet



\$47.99

\$45.59 Autoship (Save an extra 5%)

Choose Autoship at checkout for regular deliveries.

#### Why Autoship?

- FREE access to chat with licensed vets 7 days a week.
- · Save 5% on all future Autoship orders.



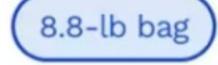












22-lb k

We'll collect your pet and vet information to authorize this item before shipping.



This item requires vet authorization. Learn wore







Hello,

Below/attached please find the RX authorization for order #50262315.

Thanks! Brittany





#### **Chewy Customer Service**

JUN 25, 2017 | 01:00PM EDT

Hi there Brittany,

Thank you so much for sending Bear's prescription directly. I've applied it to your order, and everything's set. Once it ships out, you'll get an email confirmation and a tracking number. If you need anything at all, give us a bark!

We're here 24/7 to lend a helping paw.

Chow-Chow for now,

Kelly R

Customer Service

Chewy







Perfect! Thanks so much for the quick response, Kelly! I really appreciate it - and so does Bear. :)

Have a great day, Brittany





#### **Chewy Customer Service**

JUN 25, 2017 | 01:08PM EDT

Hi there Brittany,

Absolutely, it's our pleasure! We're so thankful every day for each and every wonderful member of our Chewy family, like you. Please tell Bear we said hello--if you ever happen to snap a cute photo of him enjoying his Chewy goodies, feel free to send it our way. We always love meeting our VIPs (Very Important Paws).

We're here 24/7, 365 days a year, rain or shine--if you ever need a helping paw or a listening ear, simply bark in our direction! We're always happy to hear from you. :)

Over and snout,

Kelly R



















Sadly, we lost our family cat this week suddenly and I had to return an order from Chewy for a special food that we had ordered for him. They sent an email that brought tears to my eyes sending their condolences, giving me a refund and told me I could donate the food. Today we received flowers and the nicest note. In times like these, customer service and kindness matter so much, and I will be a forever customer of Chewy because of this. I thought I would share here to give some #goodnews going into the weekend. #Chewy #customerservice #kindness





If anyone has ever dealt with Chewy.com, they probably know just how wonderful their customer service is. But today, it went to the next level. I had to put my Bailey down in October. She had been on prescription dog food, and I had a brand new unopened bag (about \$70). I asked Chewy if I could return it. They told me to donate it instead, and they returned my money. GREAT customer service; right? IT GETS BETTER!! Today, completely out of the blue, I received from Chewy.com the card and painting below. I have also provided picture of Bailey that I must have uploaded to Chewy at some time. This is a real oil painting, and the artist, Sharon LaVoie Lamb, did an amazing job. I don't know how to make something go viral, but Chewy.com deserves recognition for their outstanding attention to detail and customer service.

CBS Sunday Morning WJLA-TV (ABC) Good Morning Washington NBC Washington WTOP News Fox 5 DC Chewy.com

https://www.facebook.com/artbysharonlamb/

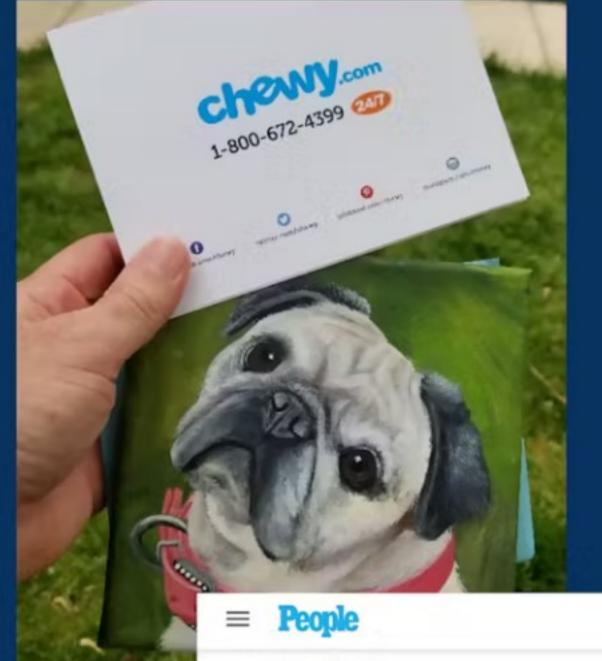


1,821 comments

102 Comments 60K Shares







PEOPLE.COM > PETS

Compassionate Pet Company Sends Moving Gifts to Grieving Pet Parents: 'We Are Part of Their Families'

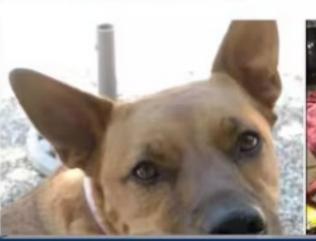
Pet parents suffering a loss are amazed by the company's unsolicited acts of kindness

By Nancy Dunham February 14, 2017 01:05 PM





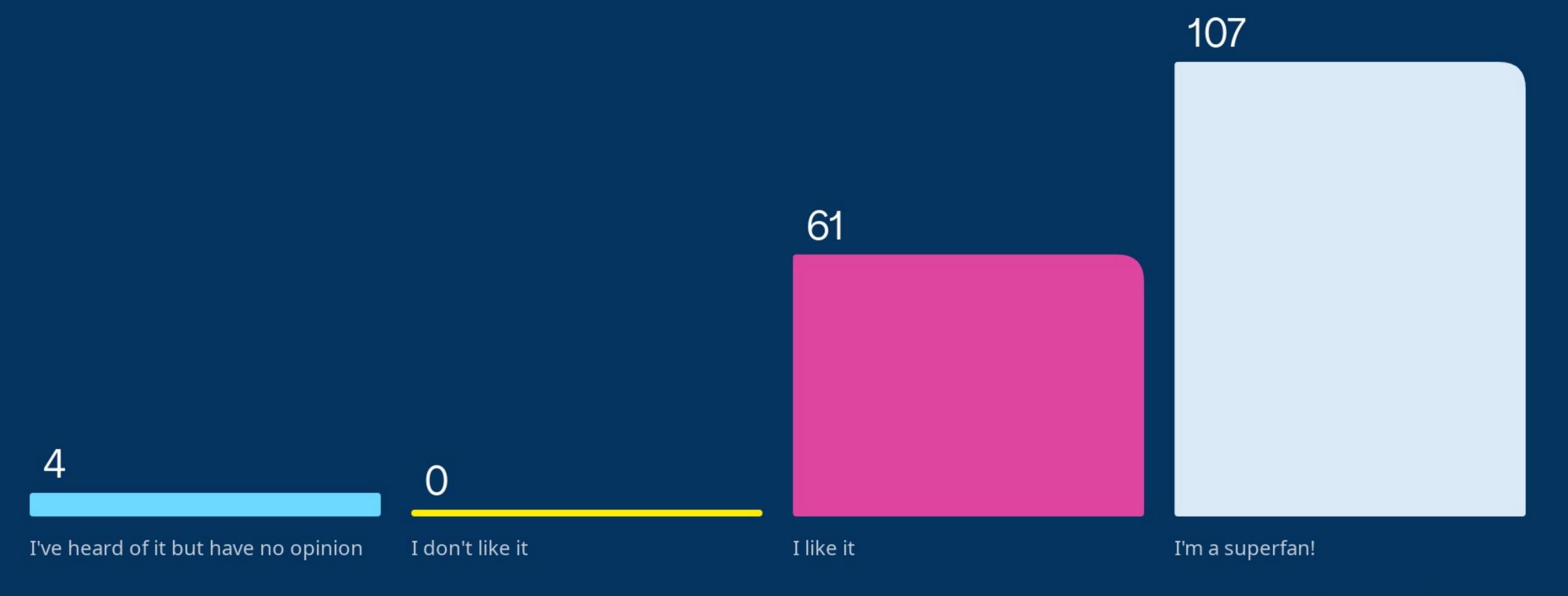






CC 43,935

#### What's your opinion about Chewy.com?











\*STORIES\* ACCELERATE \* THE PATH TO \* CONNECTION





/'sooperfan/

noun

a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they become an enthusiastic advocate.







/'sooperfan/ noun

a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they become an enthusiastic advocate.









/ˈsōopərfan/ noun

a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they become an enthusiastic advocate.







/ˈsoopərfan/
noun

a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they become an **enthusiastic advocate**.









### SUPERFANS ARE CHATTO HERS AMOREX CUSTOMERS







# MODEL





#### THE SUPER MODEL





#### THE SUPER MODEL:

## Start with your story



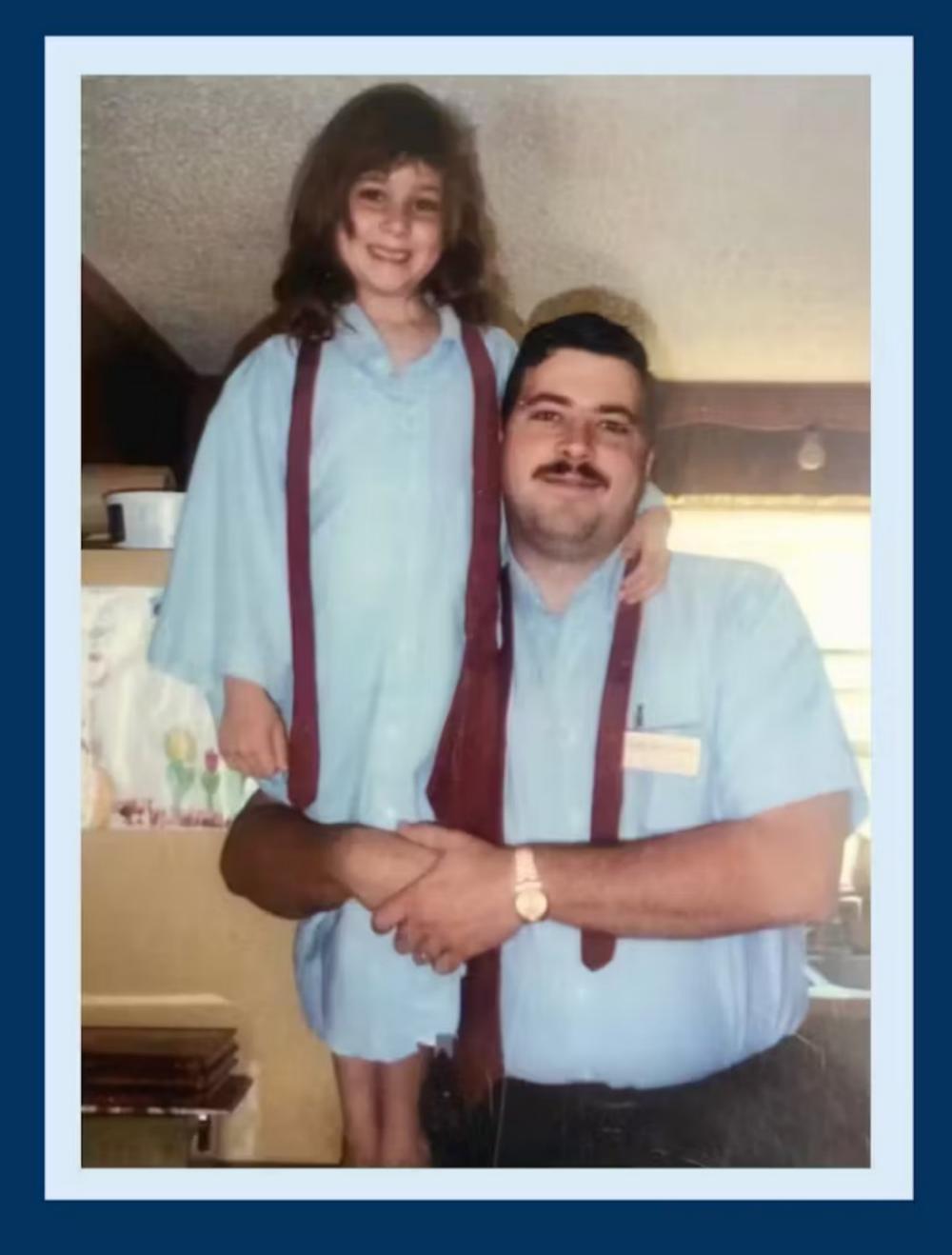




## WHY YOU?







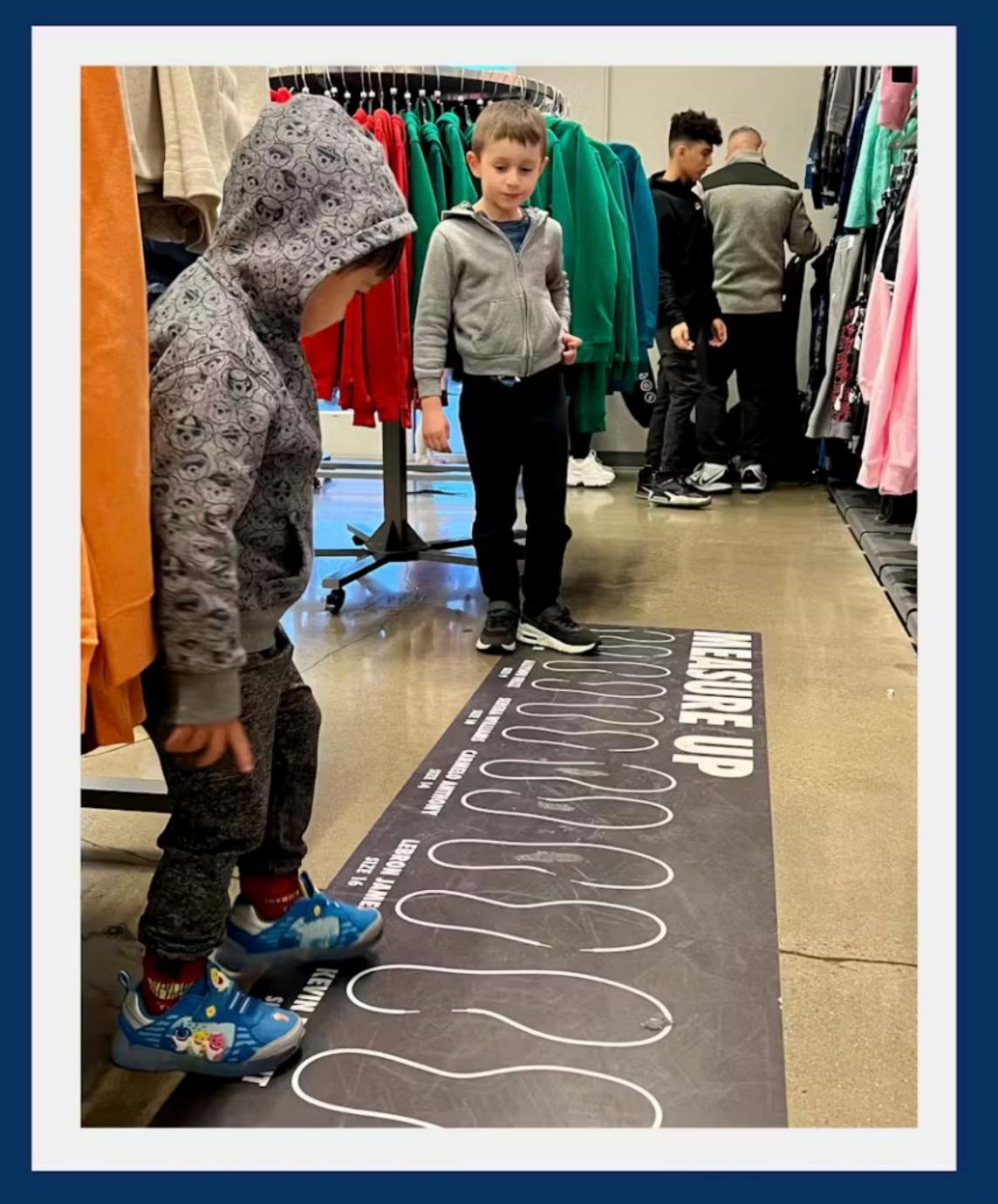


TOUGHPOINT \* \* \* \* IS AN \* \* \* \* OPPORTUNITY TO TELL -YOUR BRAND'S \* \* \* STORY \* \* \*















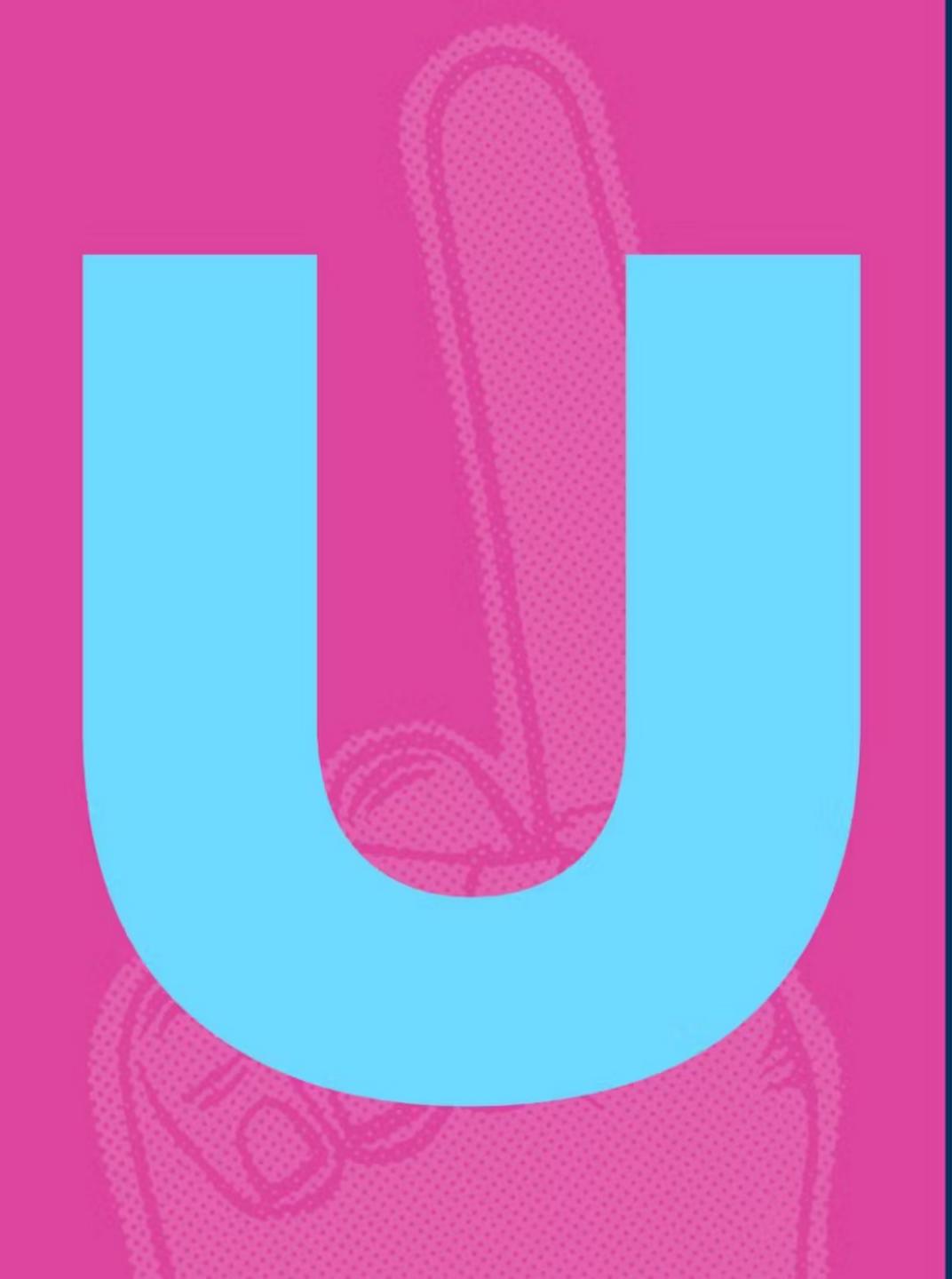




SUPERFANS ARE CREATED NTERSECTION \* \* \* OF \* \* \* YOUR STORY - AND EVERY CUSTONER'S \* \* STORY \*







# understand your customer's









### People don't care how much you know until they know how much you care.

THEODORE ROOSEVELT











YOUR — CUSTOMER ALLWAYS HAS -\*OTHER\* 







### EVERY CUSTOMERIS ANINFLUENCER





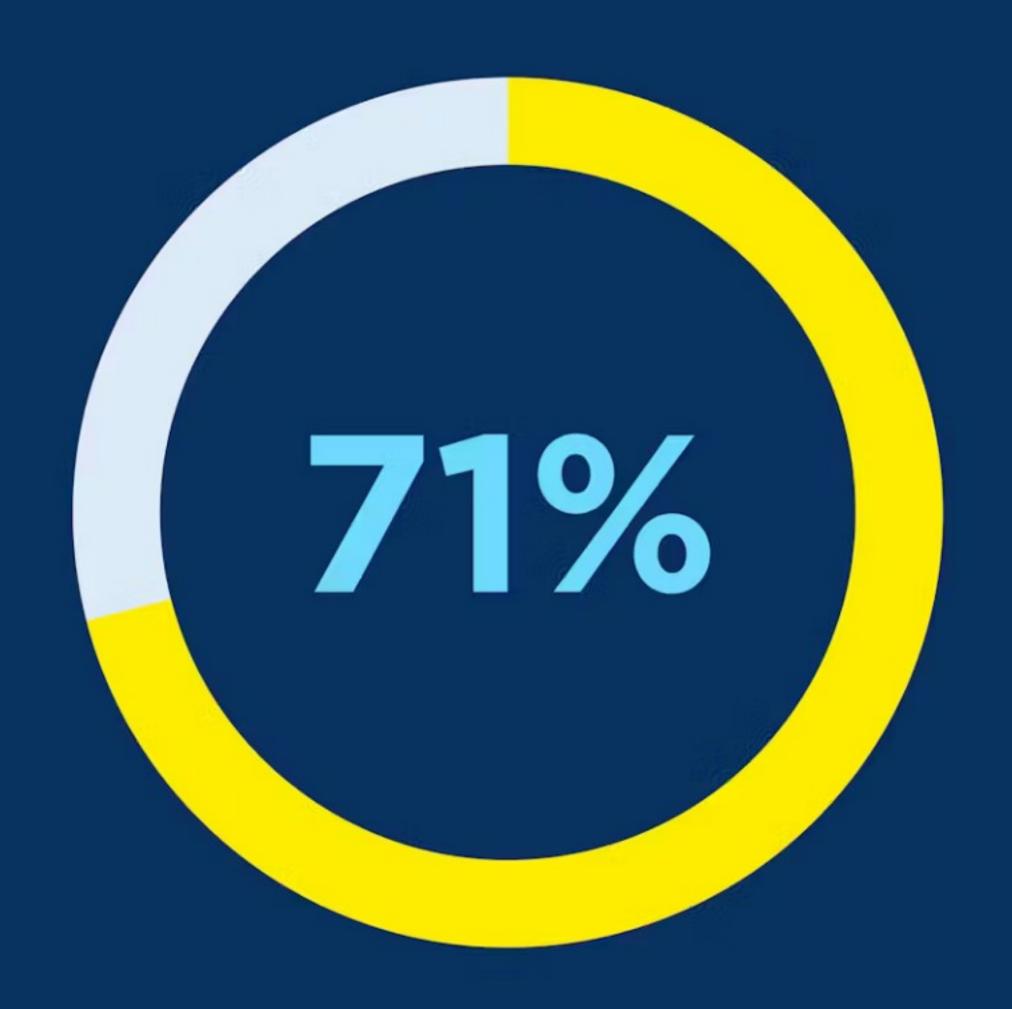


### Personalize









of customers expect companies to deliver personalized interactions.

MCKINSEY & COMPANY







### HIGH TECH



# HIGH







#### HIGH IMPACT TOUCH TECH

# HIGH









#### Today 3:19 PM

We're ready to board your flight to Chicago at Gate 3 and look forward to seeing you soon!

Today 4:26 PM

Welcome to Chicago! You'll arrive at Gate F10.

Flight UA2464 to Atlanta departs from Gate B10 at 6:30pm. It takes about 13 minute(s) to get to Gate B10.

Map out your connection: <a href="https://">https://</a>

fly.united.com/SW4g3z3V

Confirmation Number: KY5F08

The sender is not in your contact list.

Report Junk



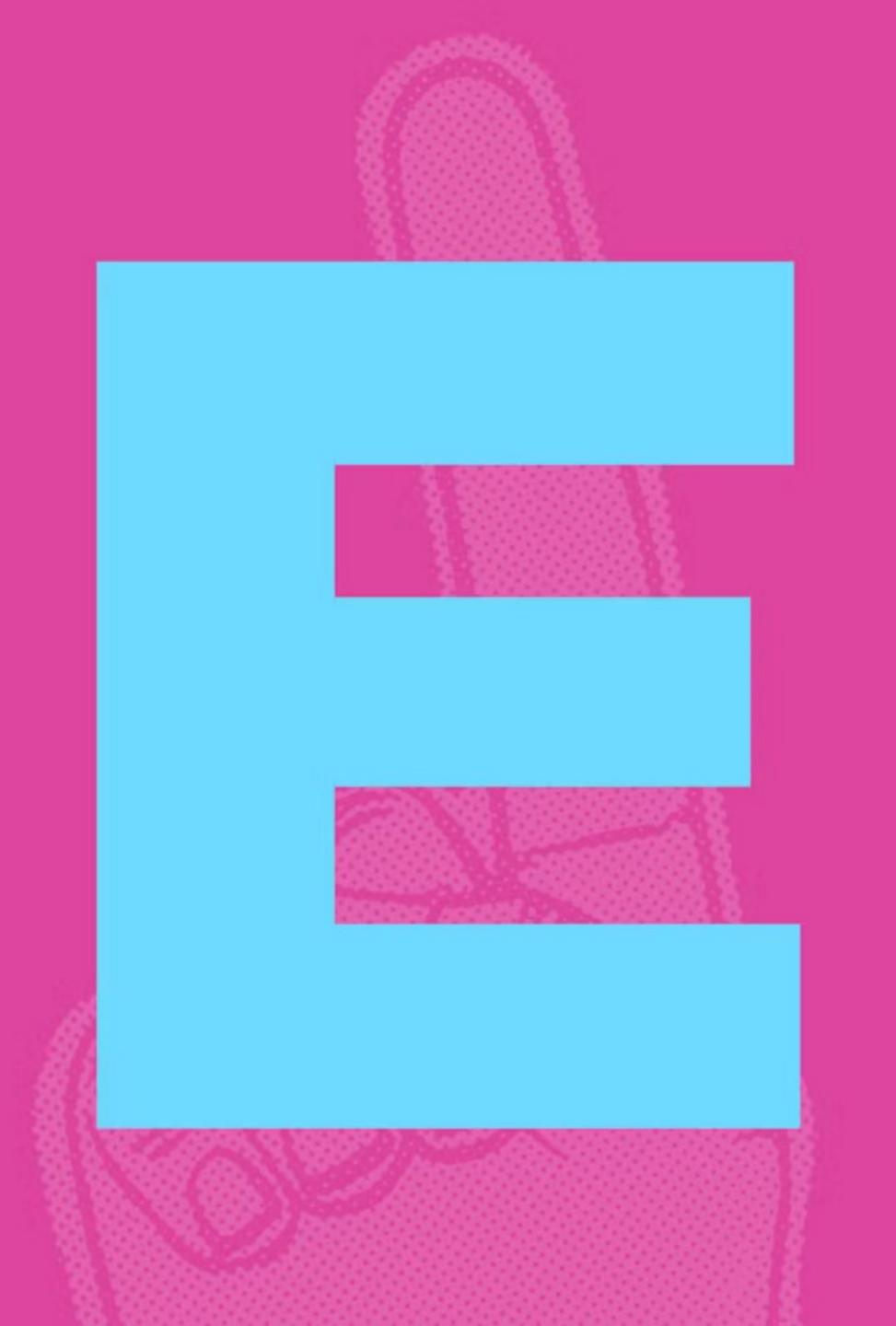




7)	Why the state of t		Orman Comments
	Southwest Air	lines Welcomes	
	Kadoh Hoo	ak.	
1 mle 2	For your first flight on Southwest Airlines, we proudly salute you on this day ofMA, 20		
7			Jane Jane
Recognized By:    Johnsk & Grace in Nashville   Tracy   Ashless   Southwest			
	Tracy (1) Ashl	Wij	Southwest







# Exceed expectations







# INTERNATIONAL EXPERIENCE DESIGN











NET NEUTRAL



NET POSITIVE















?







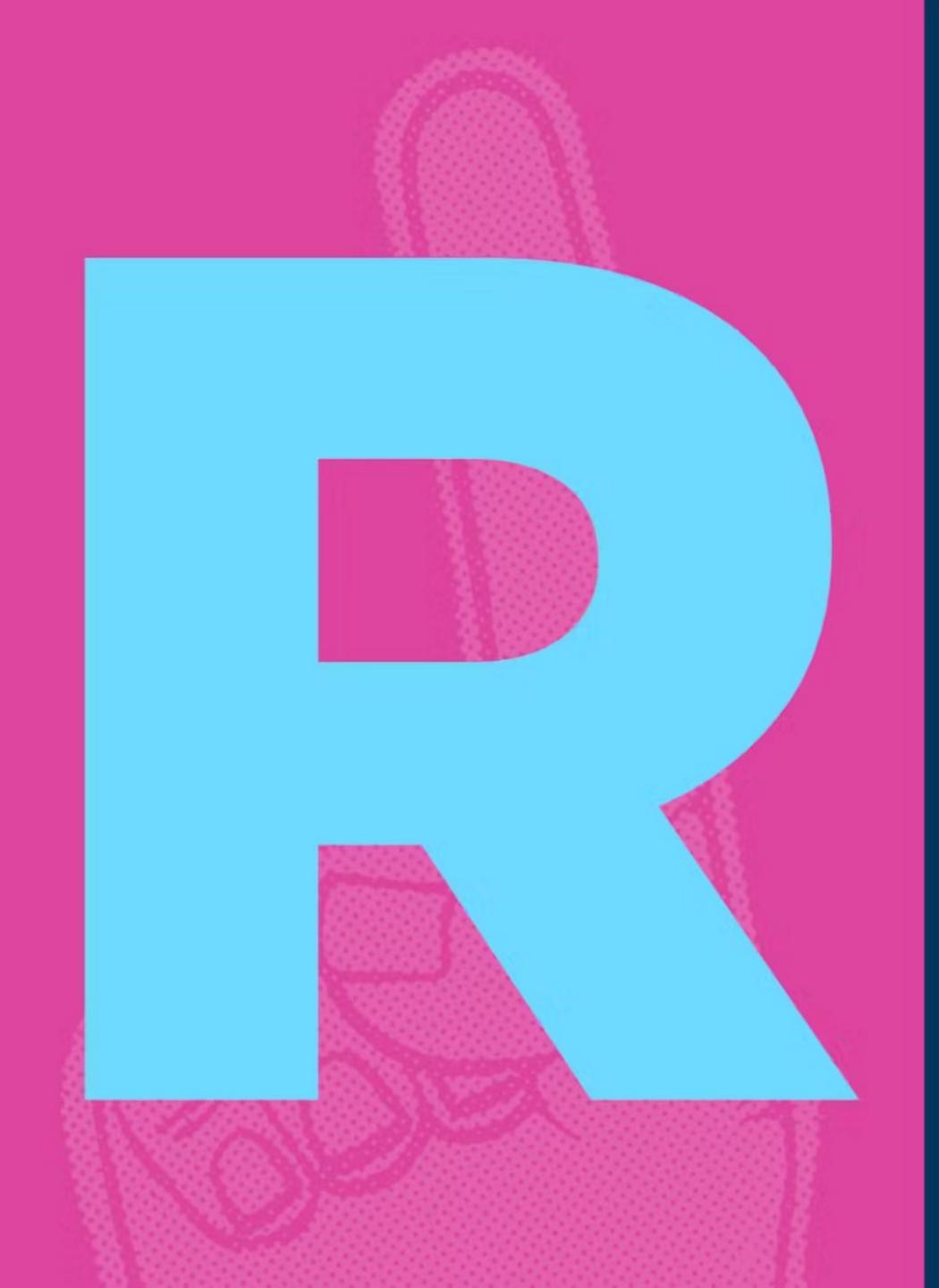




### I want to fix my slow elevators







### Repeat









### Repetition makes reputation, and reputation makes customers.

ELIZABETH ARDEN



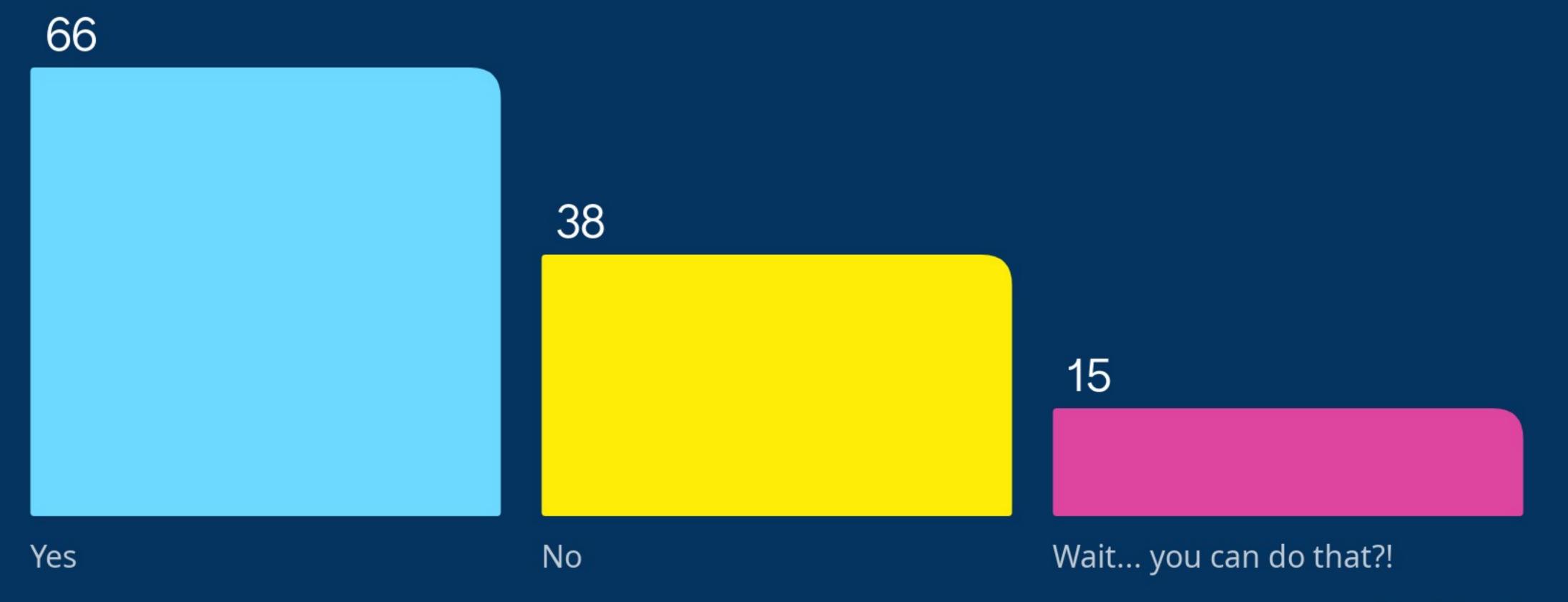








## Do you regularly ask your existing customers for referrals to new customers?



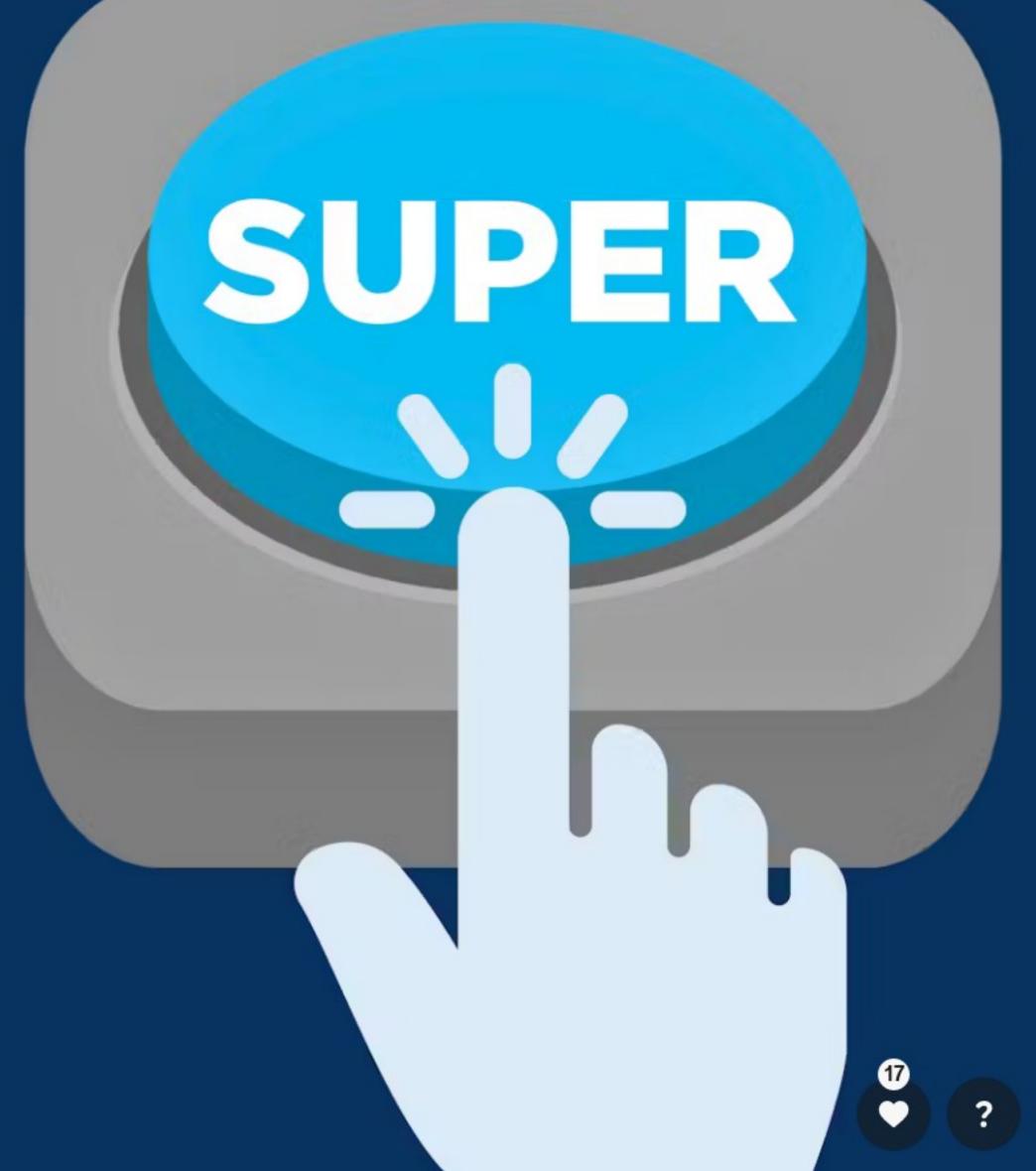








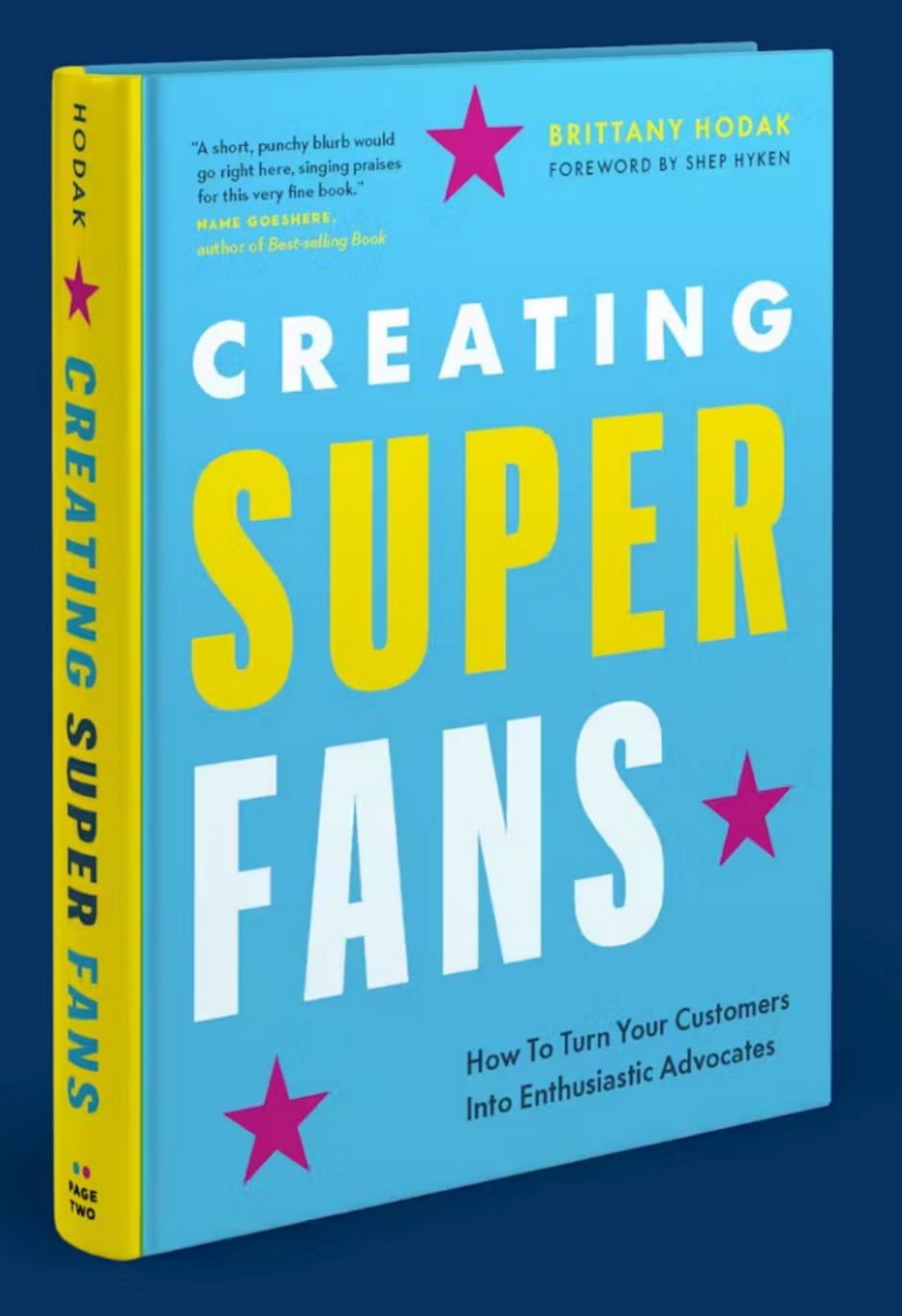


















### Spread the Good Vibes

Scan the QR code to complete the online form









### WHENYOUSAY YOU'RE GREAT, IT'S MARKETING

\*WHEN OTHER\* \* PEOPLE SAY \* - YOU'RE GREAT,





