

SCOTLAND'S  
**HOUSING**  
**FESTIVAL**

Welcome to day two



Gavin Smart  
Chief executive, CIH

## Presidential Address



Elly Hoult  
CIH President





# CHOOSE HOUSING

Create opportunities, build communities, change lives



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## From Housing 2040 to the Housing Emergency: Where do we go from here?



Meghan  
Gallacher  
MSP, Scottish  
Conservatives



Mark Griffin  
MSP, Scottish  
Labour



Willie Rennie  
MSP, Scottish  
Liberal  
Democrats



Maggie  
Chapman  
MSP, Scottish  
Green Party



Paul MacLennan  
Housing Minister,  
Scottish  
Government

# Refreshment break

Time to network and speak to your  
exhibitors

# Placing Customer Experience at the Heart



Paul Wearmouth  
Creator of WOW Customer Service



@paulwearmouth  
#WOWCustomerService  
#customerservice  
[PaulWearmouth.com](http://PaulWearmouth.com)



*Create Magic Moments With Your Customers!*



# WOW Moments

You have 5 key moments to WOW your customers:

1. **Surprise** Them and Exceed their Expectations
2. Create **Love** and Personalise Everything
3. Gain **Interest** and Deliver on your Customer Care Promise
4. Get Them **Excited** and be Consistent
5. **Delight** Every one!

SURPRISE

Where are your “Beans on Toast” Moments?

What will it mean to that one customer?

How can you apply The Greatest Service Line Ever:

***“would you like it gift wrapped?”***

to your business?

# Customer Expectations

## 5 Star Expectations

Satisfaction  
Value for Money  
Knowledgeable  
Available  
Reliable

## “WOW” Expectations

Go Beyond  
Do the Unexpected  
Nothing is a Problem  
Small things count  
Use Everything Available

# EXCITEMENT

(Be consistent)

Remember how Josh was so Excited to sit in a Tesco Van?

Remember how Chris King aged 27 3<sup>rd</sup> replied to Lilly Jones  
aged 3 ½?

Sainsbury's then created “Giraffe Bread”

What can you do to excite your customers?

Do you get excited to be helping them?

# 4 Actions to Create WOW Consistency

Create a service plan to deliver WOW at every touchpoint

Maintenance – Give your best every time!

Benchmark outside your own industry and adapt best practice

Evolve your service, what do you need to keep, change and let go of?

# LOVE

(Personalise everything)



Trudy from Mcdonald's showed her love for children and helping them have a great time!

What do you love about dealing with customers?

Do you let it show in all that you do?

What can you do to P.E.R.S.O.N.A.L.I.S.E your service?

# P.E.R.S.O.N.A.L.I.S.E

Passionate about Pain & Purpose

Engage People

Response

Some Time

Ownership

Needs Vs Wants

Ask the Right Questions

Listen to Understand

Interest and Interesting

Share your opinions

Excite & Entertain

# INTEREST

(Deliver your promise)

Remember how Mark from TUI gained interest in the brand from just one service interaction?

86,692 Likes (warm leads)

1538 Comments (customers very likely to book with TUI)

How much is the interest your service creates worth to the business?

Remember how Arif broke the service rules to deliver?

What would you do to deliver a service promise?

# Promise in Practice

Here's what some of the biggest companies promise...

*"We strive to get it right first time, every time"*

**Virgin Atlantic**

*"The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission"*

**Ritz - Carlton Hotels**

*"We aim to be Earth's most customer centric company"*

**Amazon**

# DELIGHT

(Don't just give them what they want, give them what they need!)

Remember how Rory delivered to a customer in need and delighted her by paying for her shopping?

How much was the “Triplet Trolley” worth to Sainsbury's that they made for Tori Stratton?

What do you do to delight your customers?

What could you do?

Ask yourself the four WOW questions...

Where is the WOW?  
What is the WOW?  
How do you WOW?  
Who is the WOW for?

Do it right and your service will become:  
WOW – **W**icked, **O**MG, **W**hy would I shop anywhere else?





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# Close of Festival



Gavin Smith  
Chair, CIH Scotland Board