



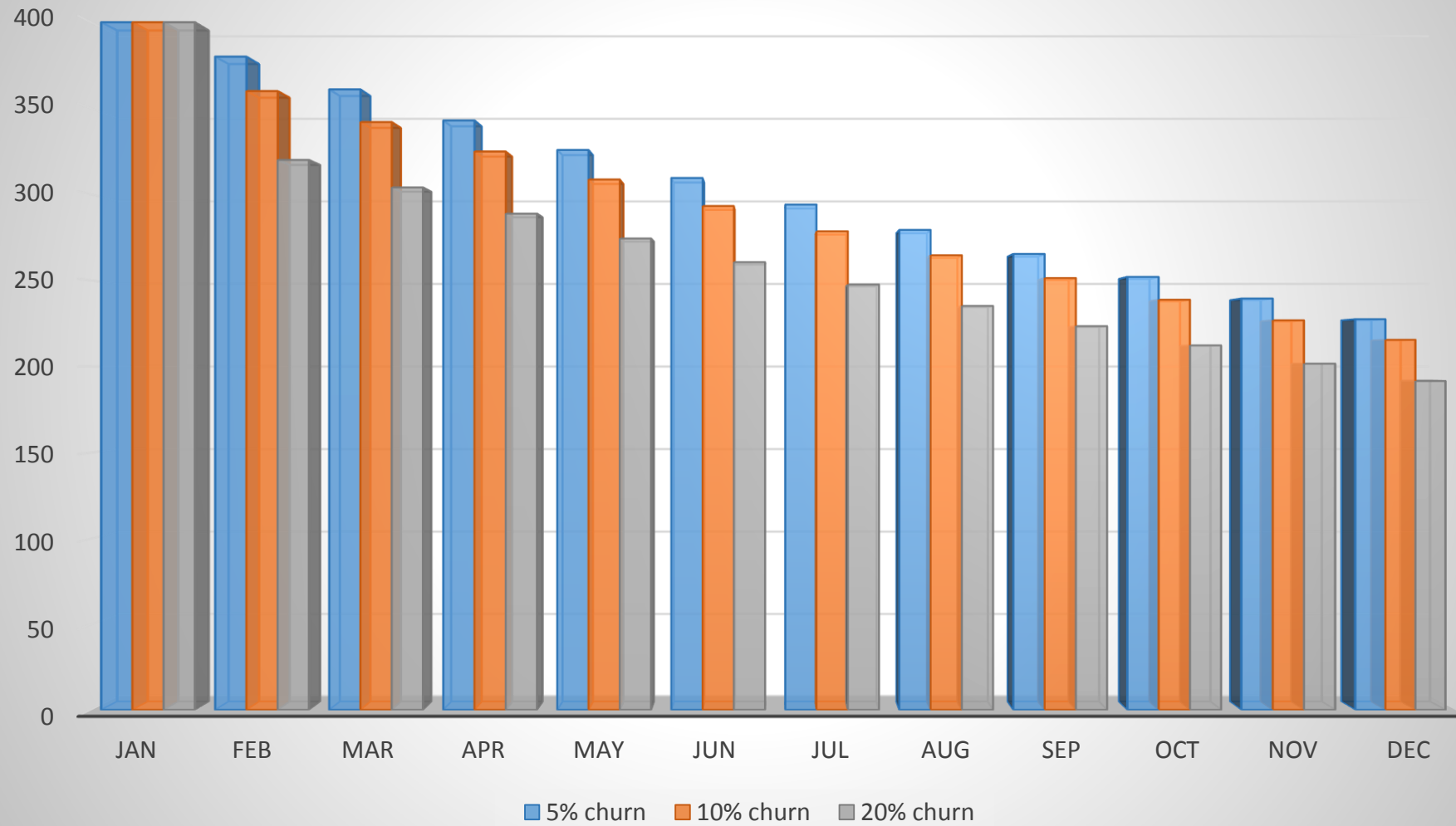
How to stop your customers from leaving you

Mark Copeman, founder, Customer Thermometer



Churn matters

The effect of churn



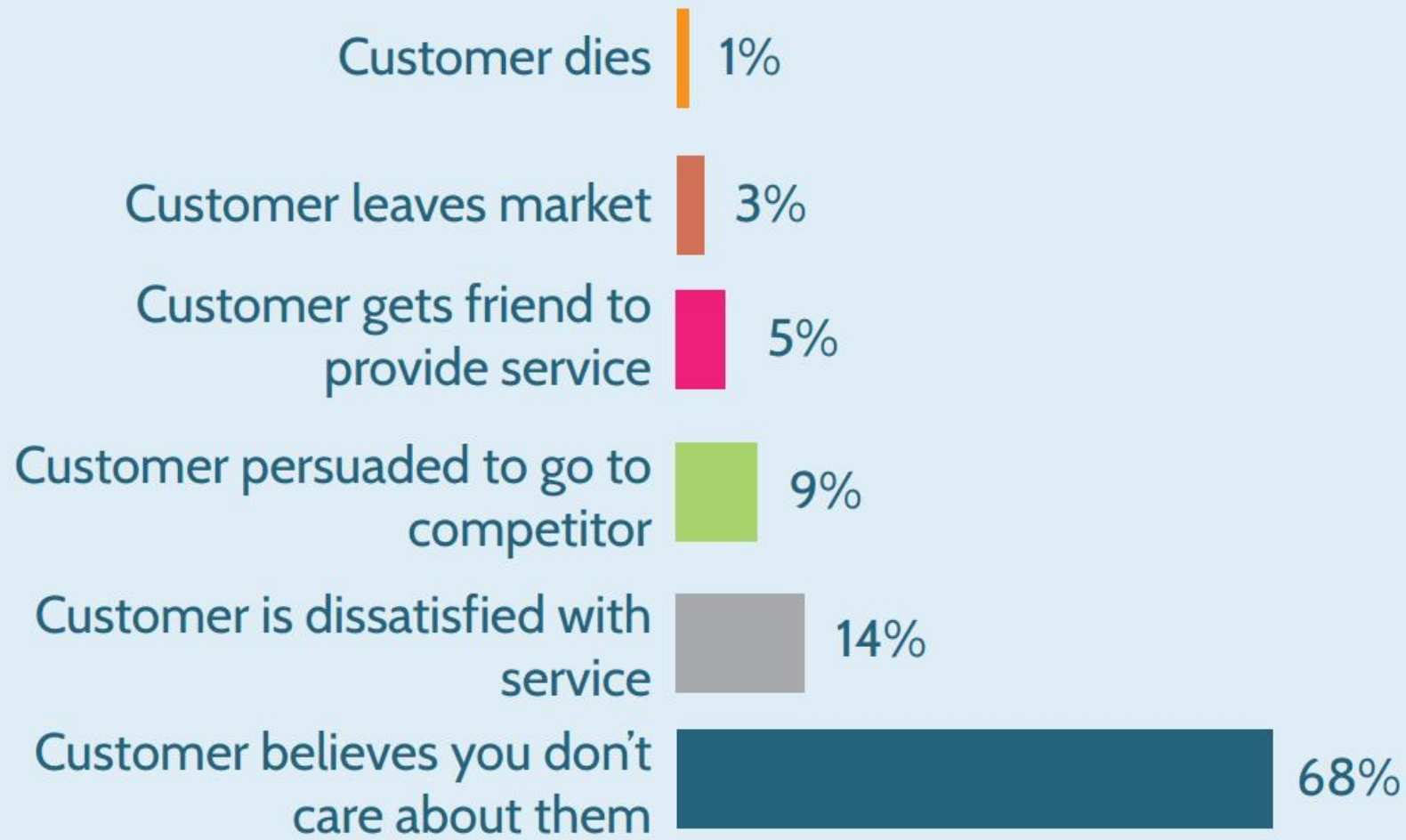
£480,000 margin

5% Churn £367,712

10% churn £350,464

20% churn £315,968





Why will a customer leave you?



Make a customer, not a sale

CUSTOMERS

72. It's 11 A.M.—Have You Called a Customer Today?

Stop.

Now.

Call a Customer.

Out of the Blue.

"How can I help?"

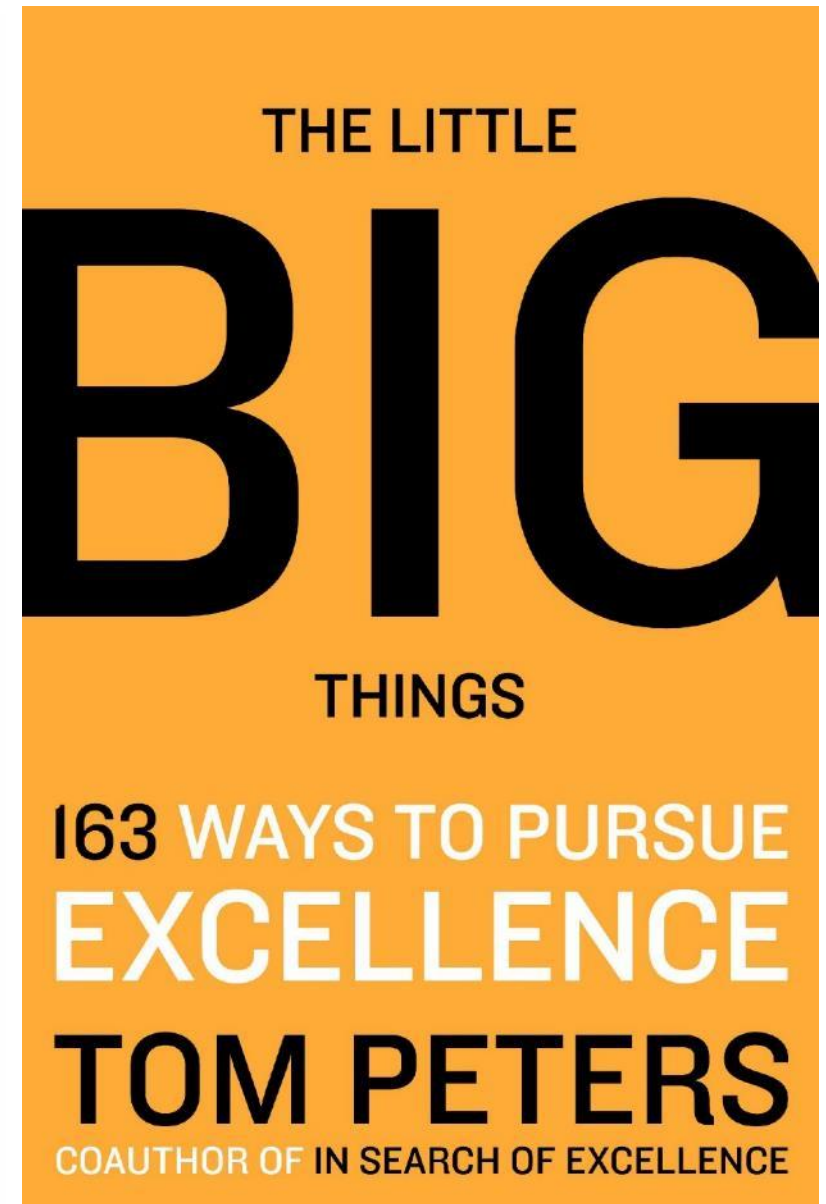
"Have we delivered on every promise, implicit as well as explicit?"

Listen and take copious notes.

Follow-up instantly on at least one "little" thing.

Repeat. 48-hours hence.

Hint: This applies to 100% of us.



NOTICE

I do not consider a sale complete until goods are worn out and customer still satisfied.

We will thank anyone to return goods that are not perfectly satisfactory.

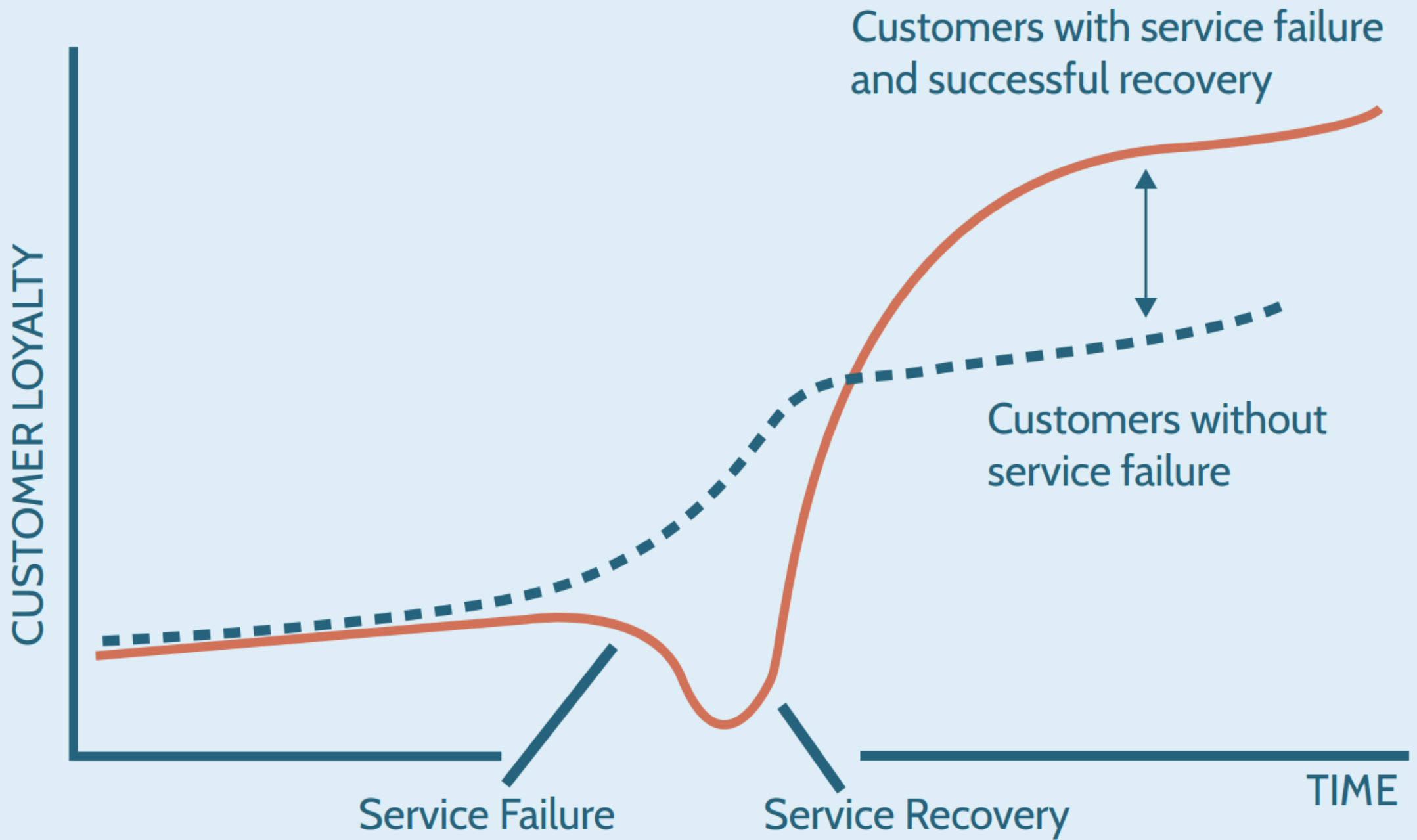
Should the person reading this notice know of anyone who is not satisfied with our goods, I will consider it a favor to be notified.

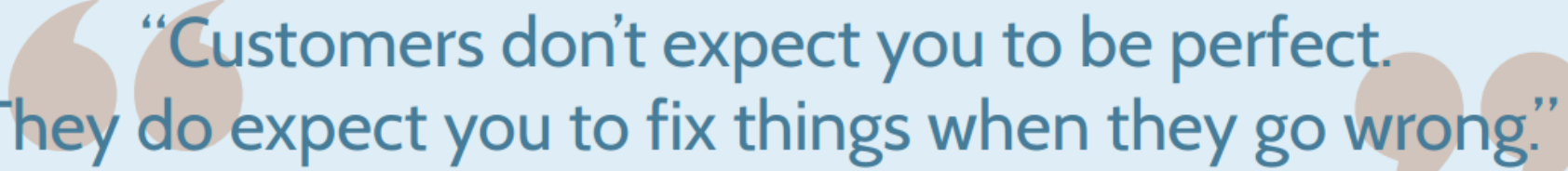
Above all things we wish to avoid having a dissatisfied customer.

This notice appeared in a 1916 L.L.Bean circular and the guarantee is the same today.



The service recovery paradox





“Customers don’t expect you to be perfect.
They do expect you to fix things when they go wrong.”

Donald Porter, VP, British Airways





Support is more important than sales



Treat every customer equally



Be prepared

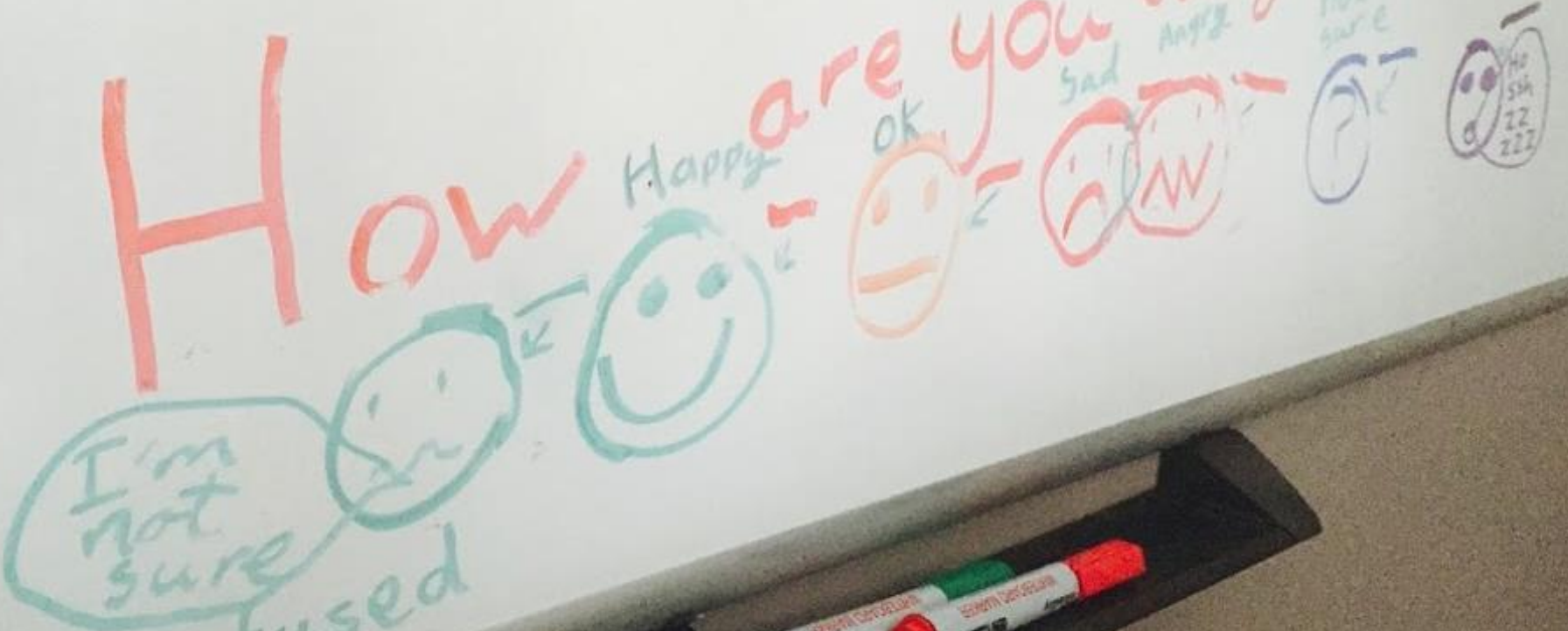


✓ the right one

How are you today

Happy OK Sad Angry not sure tired

I'm not sure Confused



Keep it like child's play

A man in a white t-shirt and dark shorts stands on the left, looking at a large wall sculpture. The sculpture consists of the text "Don't be evil" in a serif font, with each letter colored differently: 'D' is blue, 'o' is red, 'n' is yellow, 't' is green, 'b' is red, 'e' is blue, 'e' is red, 'v' is yellow, 'i' is blue, and 'l' is green. The letters are three-dimensional and cast shadows on the white wall.

Don't be evil

Do the right thing



VOLKSWAGEN
GROUP AUSTRALIA

VOLKSWAGEN
GROUP AUSTRALIA

D
DANES
GOURMET COFFEE

D
DANES
GOURMET COFFEE

D
DANES
GOURMET COFFEE



Maid Services Login

HOME

PATIENTS

MAID SERVICES

DONATIONS

ABOUT

NEWS

CONTACT



We focus
on your home,
so you can
focus on your
health.

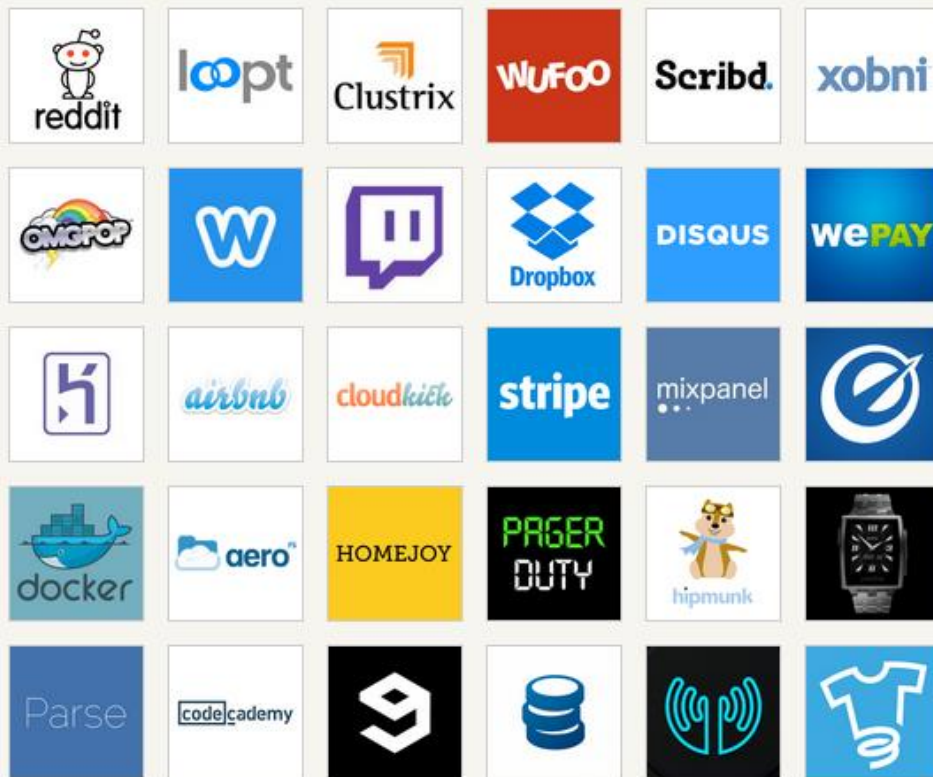

Cleaning
for a reason®

Until there's a cure ... Cleaning for a Reason



Be memorable

Startups



Since **2005**, we've funded over **800** startups.

Y Combinator is a community of over **1,600** founders.

Our companies have a combined valuation of over **\$30B**.



How did you enjoy meeting Mark today?

Dear Dan

It was a real pleasure meeting you again today.

I know how precious time is - so thank you for sparing 30 mins for me. Your answers and guidance were incredibly helpful.

I shall be continuing to seek out mentoring and help from those in the industry who've been successful.

I'll stay in touch. In the meantime - I wish you continued success with Powa's growth.

Best wishes,

Mark



It was an absolute pleasure meeting you



It was a good chat



I wish you'd been more prepared



Complete waste of my time



The Oberoi
DUBAI, UAE

Date: 9th December 2013

Room No.715

Dear Mr. Copeman

While servicing your room we have noticed that your Nivea Deodorant is nearly over, hence we have taken the liberty to place a new one.

Wishing you a pleasant stay,

Team Housekeeping.



Encourage customer complaints



Incentivise your teams to REALLY care



A large, blank form with multiple sections and lines for text entry, likely a feedback or performance review form.



Amber	Angie	Barbara	Brianna
2	2		2
Cecilia	Chelsea	Cheryl	Christina
1 1 1	1 1	3	4
Courtney	Debi	Gigi	Hannah
1	1	2	1
Jessie	Kasey	Kathy	Kelley
	1	3	
Liz	Lynda	Mary	Margaret
	2	1	1
Melissa	Rachel	Rosana	Ryan
1 1 1	3	4	1
Sarah	Shona	Sue	Tasha
	3	1	1
Tacy M.	Tacy G.	Kim	Mallory
2 1	1 1		
Tami	Sara		



Don't allow surprises



“Customers who go home mad tell their story.
Those who go home happy tell your story”.
Jake Poore, service recovery, Disney



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@Mark_Copeman
mark@customerthermometer.com