



CRAFTING THE
CUSTOMER
EXPERIENCE
FOR PEOPLE
NOT LIKE YOU

WE'VE CHANGED



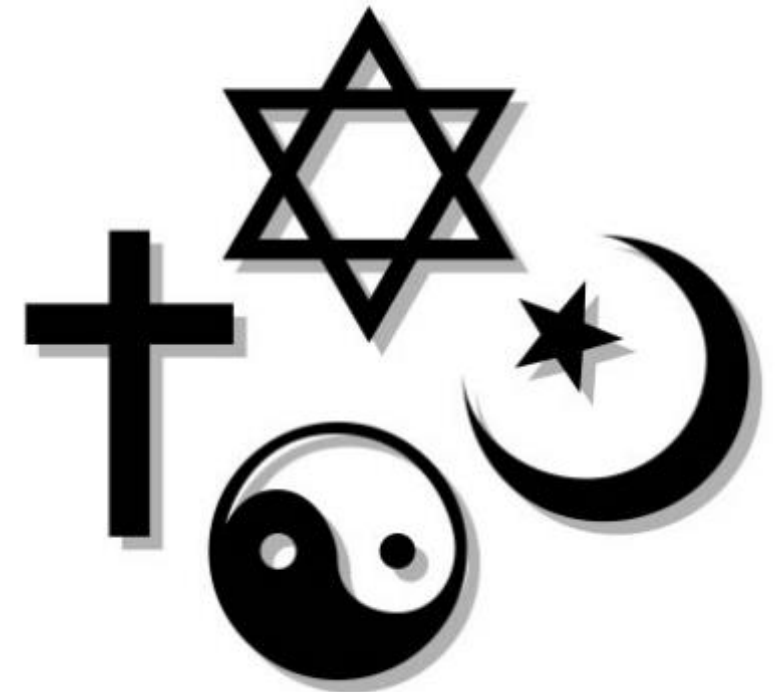
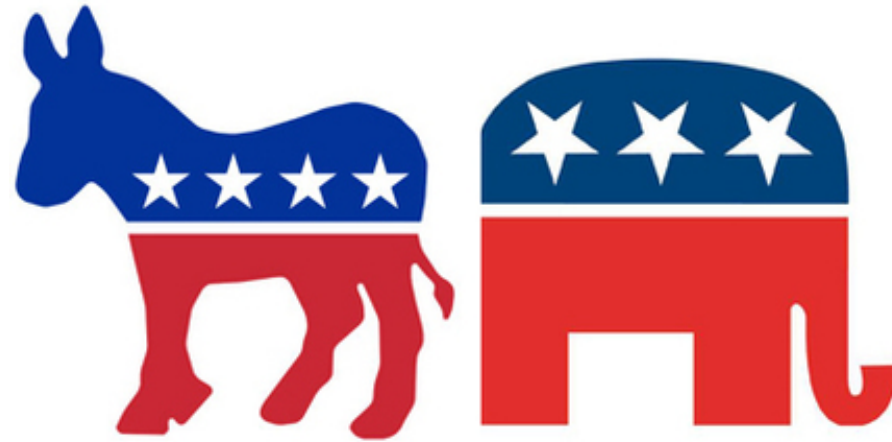
OLD



NEW

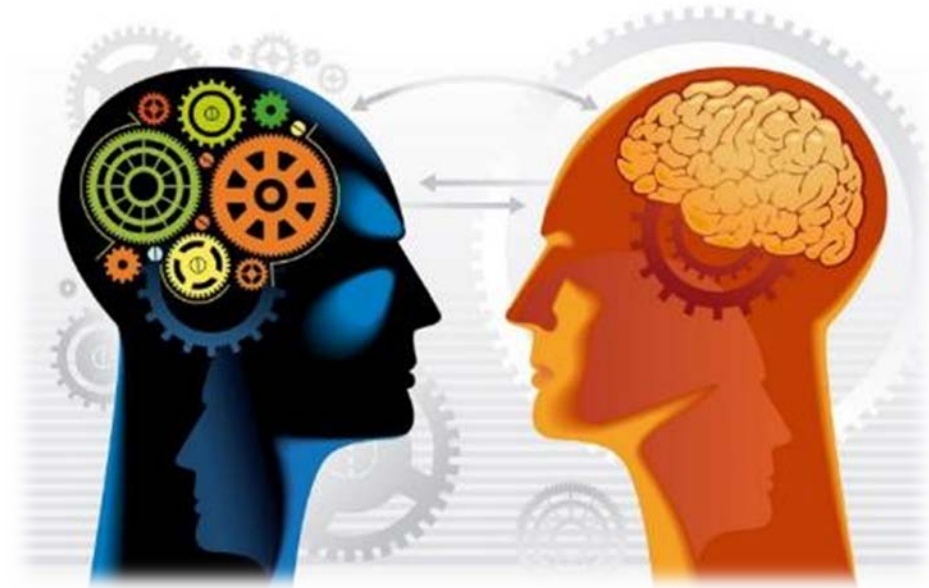
Not Just Racial & Ethnic Diversity

- Politically
- Socially
- Fiscally
- Religiously



Diversity Comes in Many Forms

- Introverts vs. Extroverts
- Creative vs. Analytic Thinking
- Morning People vs. Night Owls
- Small business owner vs. large corporate execs
- Regional differences: North / South or East Coast / West Coast
- Communication styles: face-to-face or email/texting only
- Apple people vs. Google people



vs.



8 Strategies for Creating an Exceptional Customer Experience for People Not Like You

#1: Give People What They Want

- Identify what people want, then give it to them
- Example: Target vs. K-Mart
- Relevance: *“Style on a budget”*
- *Benefit: value with dignity*



Park City Hotel Caters to Brazilians

Modified hours of their club to satisfy Brazilian tourists' desire to stay up late



4 A M

#2:
Relieve Pain



Different People Have Different Pain Points



WOMEN WANT
SECURITY AND GREAT
PERSONAL SERVICE

MEN HATE IRONING



- OMNI HOTELS LEARNED THAT MEN HATE IRONING
- THEIR “SELECT GUEST” PROGRAM NOW OFFERS FREE IRONING OF TWO GARMENTS

#3: TAP INTO VALUES

- Locally owned business, sourced locally
- Green, environmentally friendly



WOMEN'S VALUES

- Women want testimonials/customer reviews online
- Women trust what other women say



MILLENNIALS' KEY VALUES

- Diversity
- Custom / personalization



#4: Foster a Culture of Empathy

- Hire the right *person* – not the resume
- Many jobs are “teachable” jobs
- Don’t be afraid to recruit from “new ponds”
- ***Awesome people are awesome everywhere***



EMPATHIC EMPLOYEES ARE ATTUNED TO SUBTLETIES



They're Not Defensive When Things Go Wrong

“We’ll take care of it”



#5: Use Consumer Insights

WORKING WITH WOMEN

VALUE EXPANSIVE CHOICES, SEEING ALL OPTIONS



WORKING WITH MEN

- WANT CHOICES SIMPLIFIED
- THE MAGIC NUMBER IS 3



★★★★★
Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV
\$997⁹⁹
FREE DELIVERY



★★★★★
Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV
\$799⁹⁹
FREE DELIVERY



★★★★★
VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart - HDTV
\$599⁹⁹
FREE DELIVERY



SAVE \$80 GET \$80 by mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears card.

SAVE \$70 GET \$70 Sears Award Card when you buy 4 Michelin tires.

SAVE \$50 GET \$50 Sears Award Card when you buy 4 BFGoodrich tires.

SAVE \$100 with service purchase of \$400 or more #40104 or SAVE \$50 with service purchase of \$250-\$399.99 #40103 or SAVE \$25 with service purchase of \$150-\$249.99 #40102

• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts

MILLENNIALS PREFER PETS OVER PEOPLE



THEY'D RATHER JOIN A CAUSE THAN A CLUB





#6:
BE THE GOOD GUYS

TOUT YOUR GOOD DEEDS



TOUT YOUR GOOD DEEDS



The “feed KIDS” Initiative to Help End Child Hunger in Maine

[Full Plates Full Potential](#)
September 26, 2017

The Maine Brew Bus joins other Maine businesses in a new cause marketing initiative benefitting the work of Full Plates Full Potential - a Maine based non-profit organization whose mission is to end child hunger in all sixteen counties.

#7:

ADAPT TO DIFFERENCES

MACY'S PRODUCTS DIFFER BY REGION

SALT LAKE CITY



ATLANTA



SEATTLE



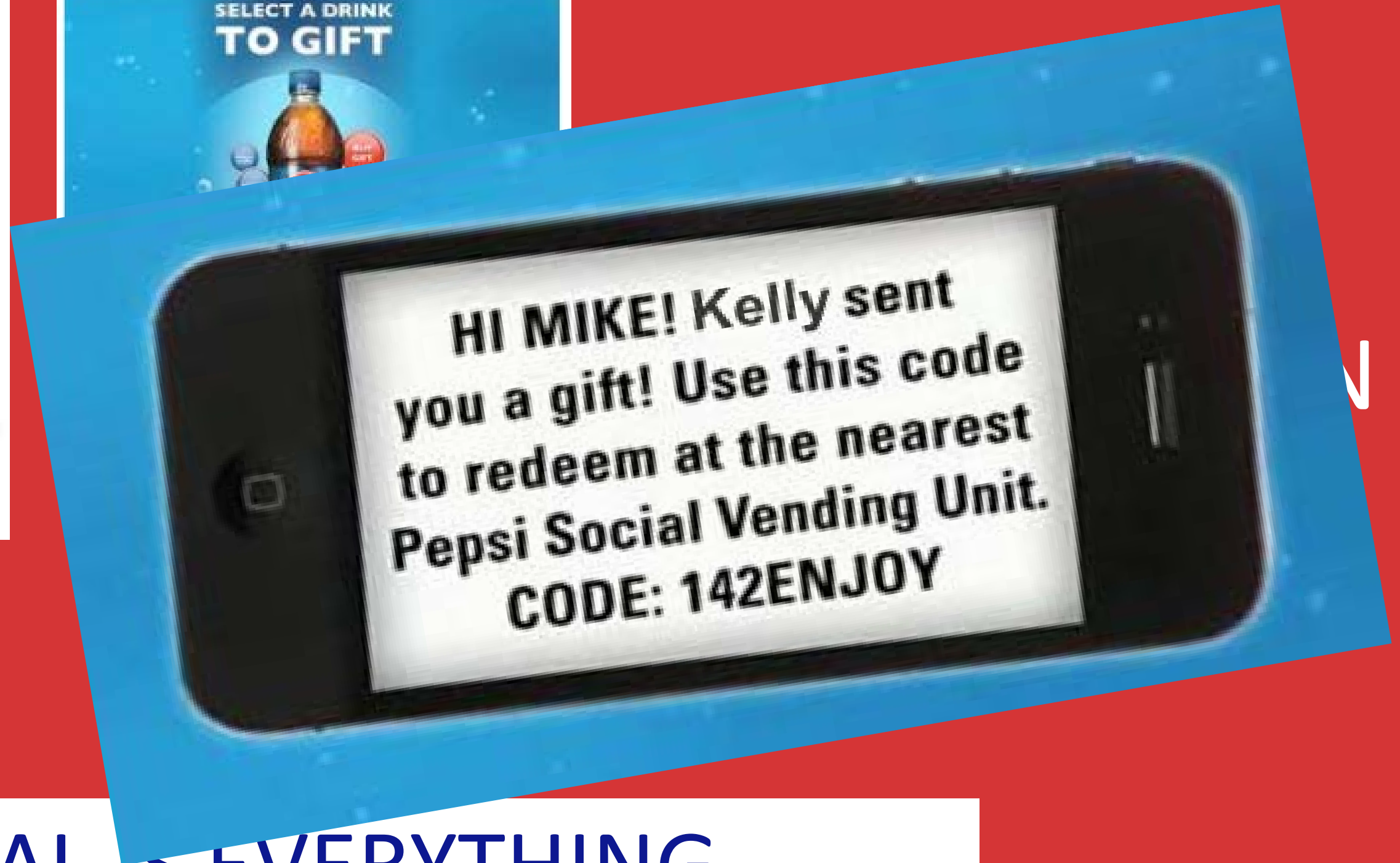
BURGER KING ADJUSTS ITS MENU

NEW YORK CITY



BIRMINGHAM





SOCIAL IS EVERYTHING

NEW PRODUCTS MEET DEMAND FOR CONNECTIVITY



TRENDS, NOT FADS

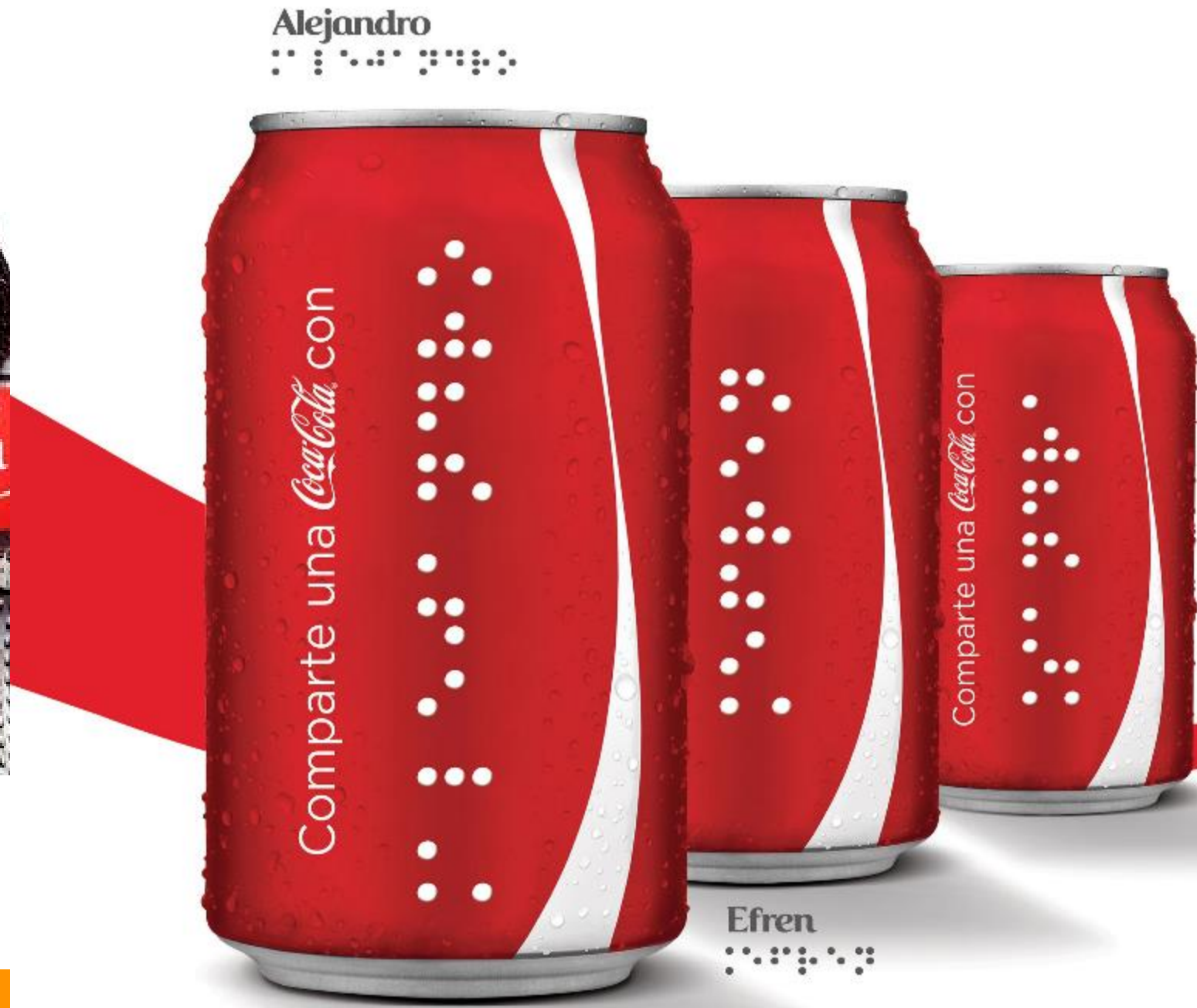


MASS IS OUT, CUSTOMIZATION IS IN



CUSTOMIZATION LIFTS BUSINESS PASSION

& IGNITES



PEOPLE WANT TO SEE THE
“REAL REAL”



Companies Adapt... and Realize that “Real” Drives Business

40% of people 18-35
have **four or more** tattoos



EAST FALLS | ROXBOROUGH | OLD CITY

EastRiverBank.com



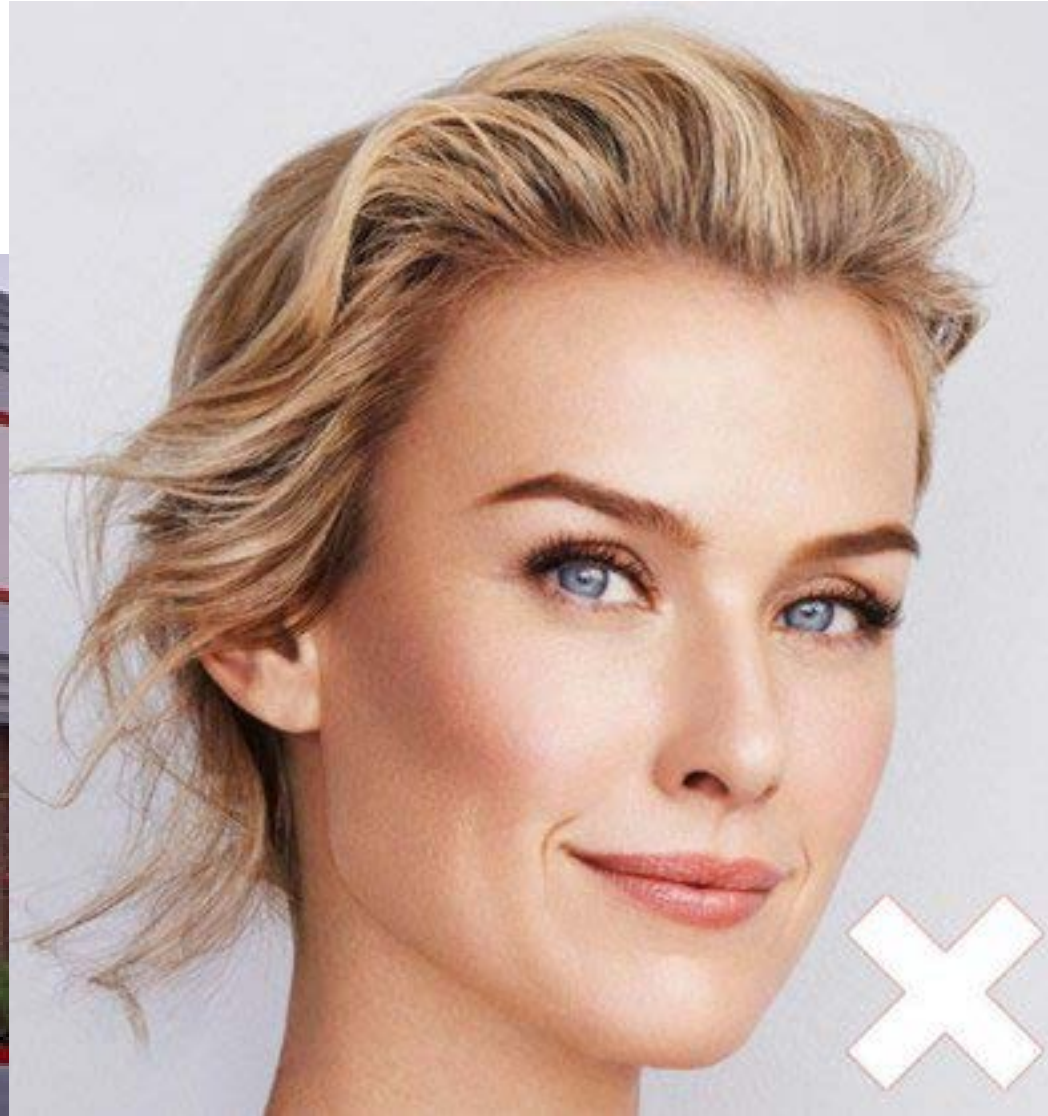
EAST FALLS | ROXBOROUGH | OLD CITY

Cover Girl Embraces Diverse Beauty

- Cover Girl makeup now features Muslim model
- And the first “Cover Boy”



CVS Bans Photoshopping in its Beauty Products Ads





Brawny Salutes Strong Women



THE NEW GERBER BABY IS REAL...
and IRRESISTABLE



Gerber®



Target Ads Feature Kids with Down Syndrome



BONUS TIP

No One Reads Anymore – We Skim...

To... elearn_dev@downschool.com
Cc...
Subject: Quick note

Send

You guys crack me up. I was in stitches. That squirting flower bit never gets old. Also, thanks for those notes on clowning around. I'm going to use them in the course. There's a lot of really good stuff in there. Of course I'll have to let those clowns in legal vet the content to make sure it's compliant, but it looks good to me.

I also think that it might be a good idea to pull together some notes for the meeting we have coming up. You never know what's going to happen and we're going to talk about injuries. I think it's good to have the injury reports to look at. I think we'll probably want to look at all of the injuries for the past fiscal year rather than pull a whole bunch of other stuff. No need to confuse things with a bunch of extra information. You know how I feel about that. Too much noise is distracting. Keep in mind that the rodeo's in town so a lot of those clowns in HR are not going to be around. You will want to contact them before they leave otherwise they won't have any time for you. As you know, we have two main sources of injuries. Those are clowns tripping and falling over their big shoes and those out of shape rodeo clowns who can't escape the bull horns and end up getting gored. We don't really need the rest. Let me know if you need anything.

Randy "Chuckles" Smith

PS. I'm gone all next week. I might have access to email but I might not. And even if I do, I probably won't have time to check it. I will check my voicemails, though because I can do that from my cell phone. Feel free to leave a message if you think it's important. If I can, I'll try to check the voicemail every morning right after I eat breakfast and go on my 10 mile run. Did I tell you that I'm doing a marathon? If not, I'll tell you more about it when I get back.

Before

To... elearn_dev@downschool.com
Cc...
Subject: Action: Call those bozos at the circus to get the safety report

Send

Thanks for those notes on clowning around. I can use them for the course.

Action

- See the note below for information that you need to collect for the meeting on 10/20

Background

- We're building a course on preventing clown injuries
- Pull reports for all injuries this fiscal year
- Don't wait until the last minute, the rodeo's in town and many of your subject matter experts will be busy
- Separate falling injuries from any bull gorings

Close

- Thanks for your help with the project
- I'm gone next week, but if you have questions, leave a voice mail. I'll check each AM.
- See you at the 10/20 meeting.

Randy "Chuckles" Smith
555-192-0011

After



HELPING BEATS SELLING

WE DON'T NEED INFORMATION
WE NEED GUIDANCE

Your Turn

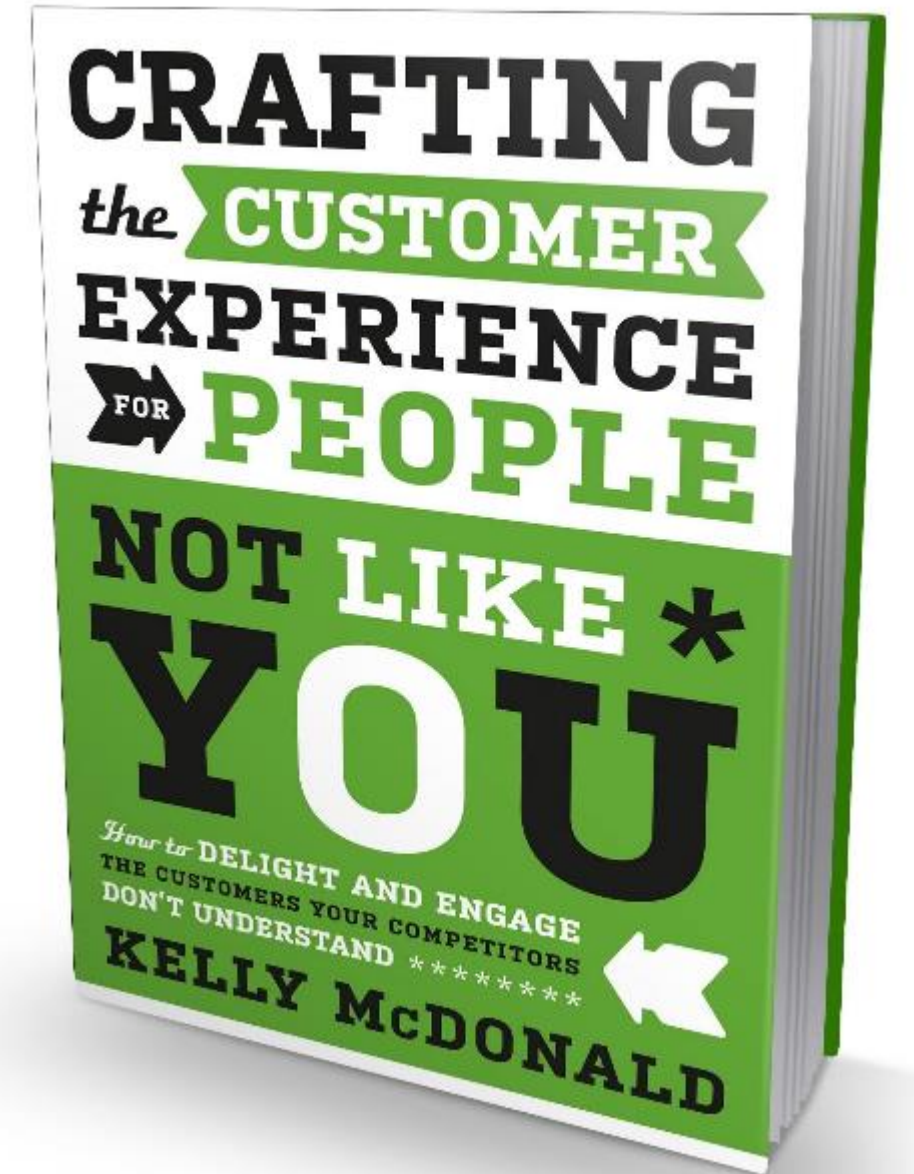
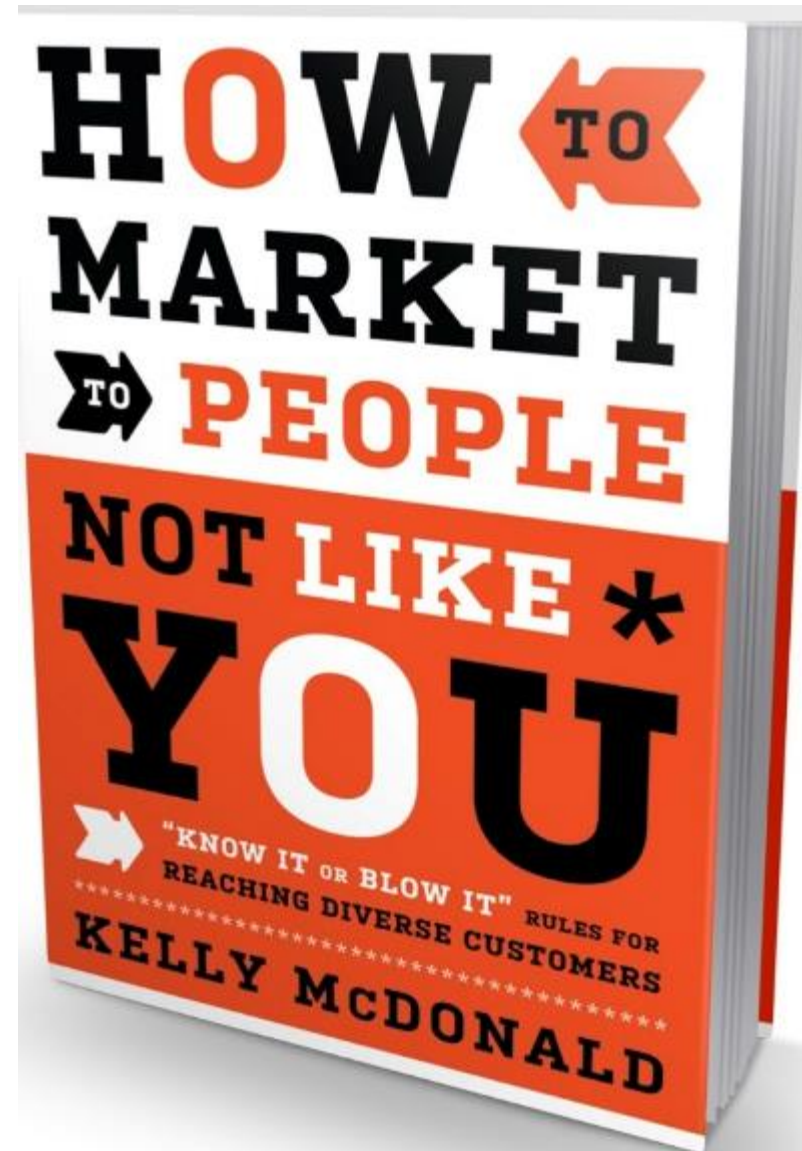
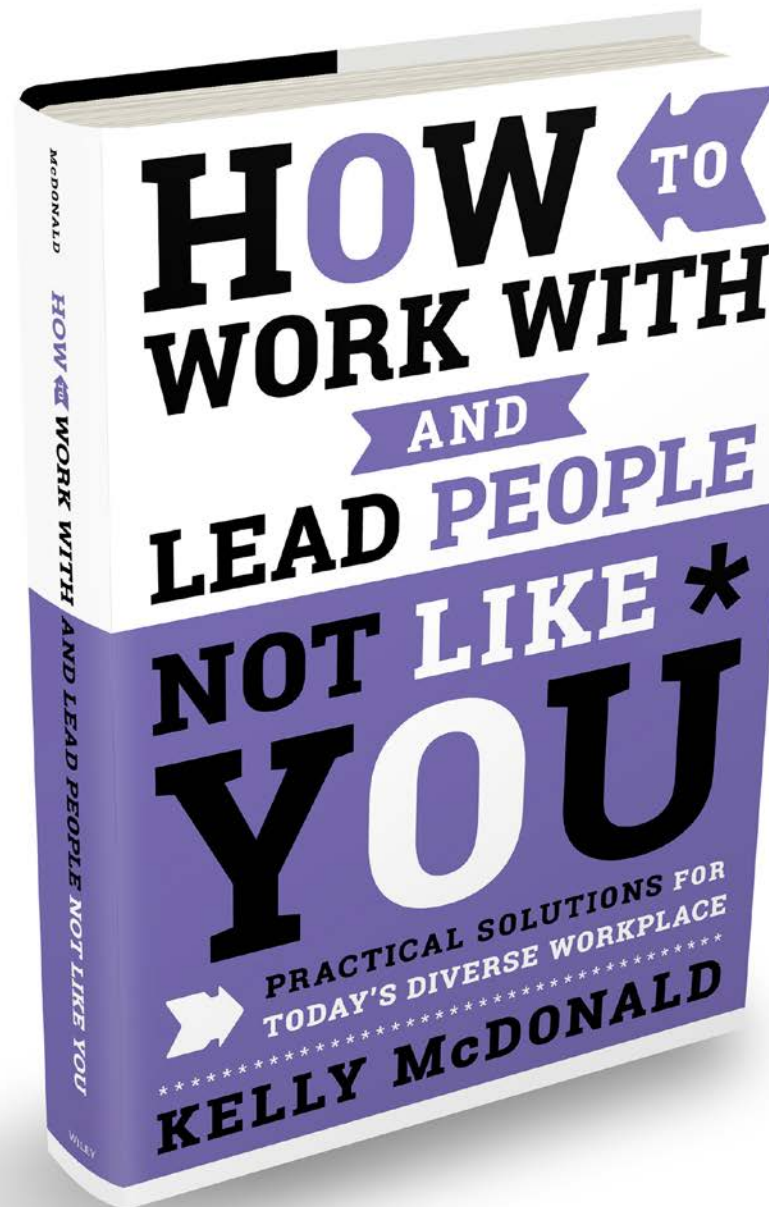
Turn to your neighbor and discuss **one thing** you learned here today that you can go back and apply to your role



FIVE THINGS YOU
CAN DO RIGHT NOW

1. HIRE AWESOME PEOPLE, NOT JUST A GOOD RESUME
2. GIVE PEOPLE WHAT THEY WANT
 - Women like expansive offerings, men like options in 3's
3. EXPLORE WAYS TO CUSTOMIZE YOUR PRODUCTS, SERVICES OR OFFERINGS
4. SHORTEN ALL YOUR COMMUNICATION: EMAILS, VM's, VIDEOS – *EVERYTHING*
5. FOCUS ON HELPING OVER SELLING - AND PROMOTE YOUR GOOD DEEDS

MY BOOKS CAN HELP



Thank you!



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consumer trends, contact
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