

## Move Tourists from Mere Satisfaction to Real Advocacy

**Customer experience (CX)** is the sum of all experiences at various touch points a customer has with a supplier of goods and/or services over the duration of their relationship with that supplier.

The customer service experience begins when a customer picks up the phone, walks in the door or walks up to the window.

Tourists/Customers scrutinize how they are treated after the sale as much as they evaluate a business while making the decision to sit down to eat, book a hotel night or buy a ticket. They are closely watching how every situation is handled, especially the difficult ones.

Remember: Everything counts when it comes to the customer experience.

There are four specific things that customers say they will never forget about when doing business.

- 1. Tourists/Customers do not forget attitudes.** Each member of the team is an extension of the sales and customer service experience.
- 2. Tourists/Customers do not forget promises.** Business is based on trust. When a business loses a customer's trust, there is really no basis for continuing the business relationship.
- 3. Tourists/Customers do not forget how a business handles issues or misunderstandings.** When customers have an issue or misunderstanding, more than any other time, a business has the opportunity to develop a bonded relationship.
- 4. Tourists/Customers do not forget what happens after the sale.** The best marketing tool available to a business is the customer's satisfaction after the sale. A business can set itself apart by being an after-the-sale champion.

Tourists/Customers will become loyal if the sales and customer service team develops a "no matter what it takes" attitude, keeps its promises, quickly addresses issues, and takes care of them after the sale. If a business does all these things, customers will be glad to come back for more, as well as hit social media. Don't forget how easy it is for a tourist/customer to tell the world about their experience.

***Remember: Everything counts!***

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## **It's All in the Details**

Walt Disney once said, "There's no magic to magic, it's all in the details." How right he was. He understood what it took to create the magic - hundreds of small, seemingly insignificant details repeated perfectly day in and day out to build a "Fantasy world" experience - a world that had never before existed. Fueled by his fantastic vision he took some empty land and some imaginings and created an all-new reality.

## **The Importance of Communication**

Most people feel they are good communicators, but truly effective communication takes work. Below are some guidelines that can help in becoming a better communicator.

1. Always concentrate on what the tourist/customer is saying.
2. Look your customer/guest in the eye.
3. Listen carefully to **everything** the tourist/customer is saying.
4. Don't interrupt -- let him/her finish the entire thought.
5. Don't judge the tourist/customer by appearance -- instead focus on what the customer is saying.
6. Show sincere interest in what is being said.

## **Why do tourists shop?**

1. Stress-free time to shop -- the beneficiaries are main streets, central business districts, stores in or near hotels, airport shops, malls and lifestyle centers, stores near convention centers
2. Price and value -- tourists may feel they are getting a better deal than they would at home
3. A gift or an obligation
4. Extending the travel experience -- they shop to remember the destination or trip
5. Planned purchase -- tourists budget for souvenirs, especially families with children
6. A time to shop with family and friends -- sometimes they are encouraged to treat themselves and buy more
7. Unique and interesting merchandise with impulse appeal
8. Appealing environment -- attractive shopping destination, good retail mix and great food

Get in on the tourist trade by merchandising your tourist-targeted offerings with the traveler in mind. The retailer should make tourist items and state merchandise easy to spot, attractively displayed and nicely priced -- an irresistible little something as a remembrance from their visit or a gift for the folks back home.

Let the tourist know your services through signage, such as complimentary gift-wrap, special orders and UPS or Fed-X shipping. Verbally let the traveler know they don't have to squeeze the item into their suitcase, it can be shipped and on their doorstep when they return home -- this may encourage them to buy a larger or fragile item.

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