



Nick Bishop Solutions

Are you giving your customers a real experience?



Its more than the product!

Close to where I live, is an Italian Restaurant, its large (120 covers?), and is full almost every night. Many restaurants don't open on Mondays...This one truly bucks the trend!

On arrival, the place looked clean and well designed. A great "meet and greet" area. A seated bar area. Attentive staff who walked towards us with great body language!

"Welcoming...smart...professional...happy to be there".

A buzz about proceedings. I could already here the chatter and laughter of the diners, the music that added to the atmosphere. My mood was on the up already!

Our hostess was charming, we were taken to the bar, where the same feeling of great service became the domain of the equally attentive bar man. We had our drinks and we were now seated in the bar. This is a place that loves its customers!

A waitress approached us. A big smile as she told us that our table was ready, and we followed her to our table. The restaurant was packed...Everyone seemed to be enjoying their evening.

Menus were delivered...Of course, while we had come here to eat, I was already conscious that we were getting far more than just the food!

Suffice to say, that everything that followed was to the same high standard, professional, attentive, efficient, and delivered with passion and genuine warmth.

Just for a moment, think of your own business...A retail outlet, A telephone based operation, anywhere that is customer focused. Are you offering more than the prouct, more than the some of your parts? What first impressions do you offer? How do you make your customers feel? What memories will your customers have when the product itself is long forgotten!

Ironically, the experience will be at very little cost to the business, but the impact significant!

***"You've got to start with the customer experience and work back toward the technology, not the other way around."* STEVE JOBS**