

Positively Outrageous Service ®

How to Delight and Astound Your Customers, Clients and Patients
and Win Them for Life



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**“Someone calling themselves
a customer says they want
something called service.”**



do not
linen in
hazard

FIRE
PULL HERE TO RING

415-1



417

It's Not About
Patient/Customer Service

It's

Positively *Outrageous* Service!!



NOV

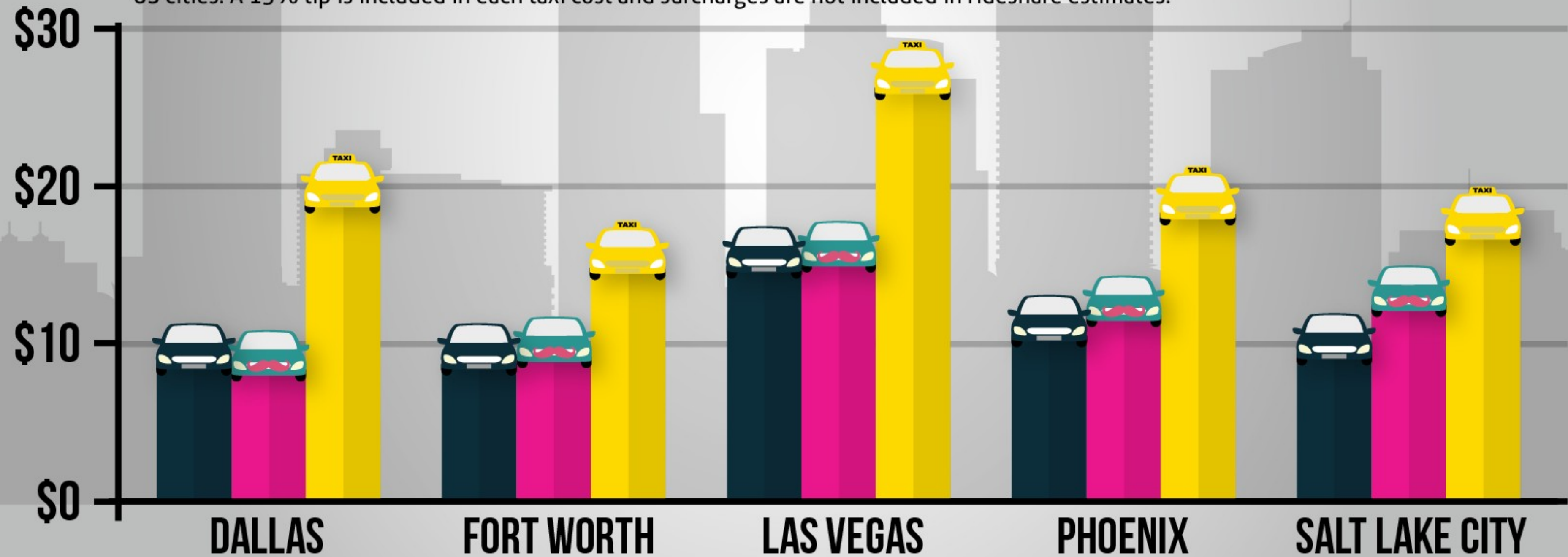


We are in the age of customer disruption



UBER VS. LYFT VS. TAXI

Using RideGuru, by TaxiFareFinder, we compared the price of a 4 mile ride using UberX, Lyft, and a taxi in each respective city. See how the services compare to one another and how the prices vary among these 5 southwestern US cities. A 15% tip is included in each taxi cost and surcharges are not included in rideshare estimates.



**Uber is not killing the taxi business.
Taxi services are self destructing with
their fare structure & service**



Netflix did not kill Blockbuster.

Blockbuster's ridiculous payment fees did it.



Why bend over backwards for your patients/customers?

Creates Compelling, Positive Word of Mouth!



Intense Loyalty!!!



Competitive Differentiation



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- How to Delight and Astound Your Clients and Win Them for Life

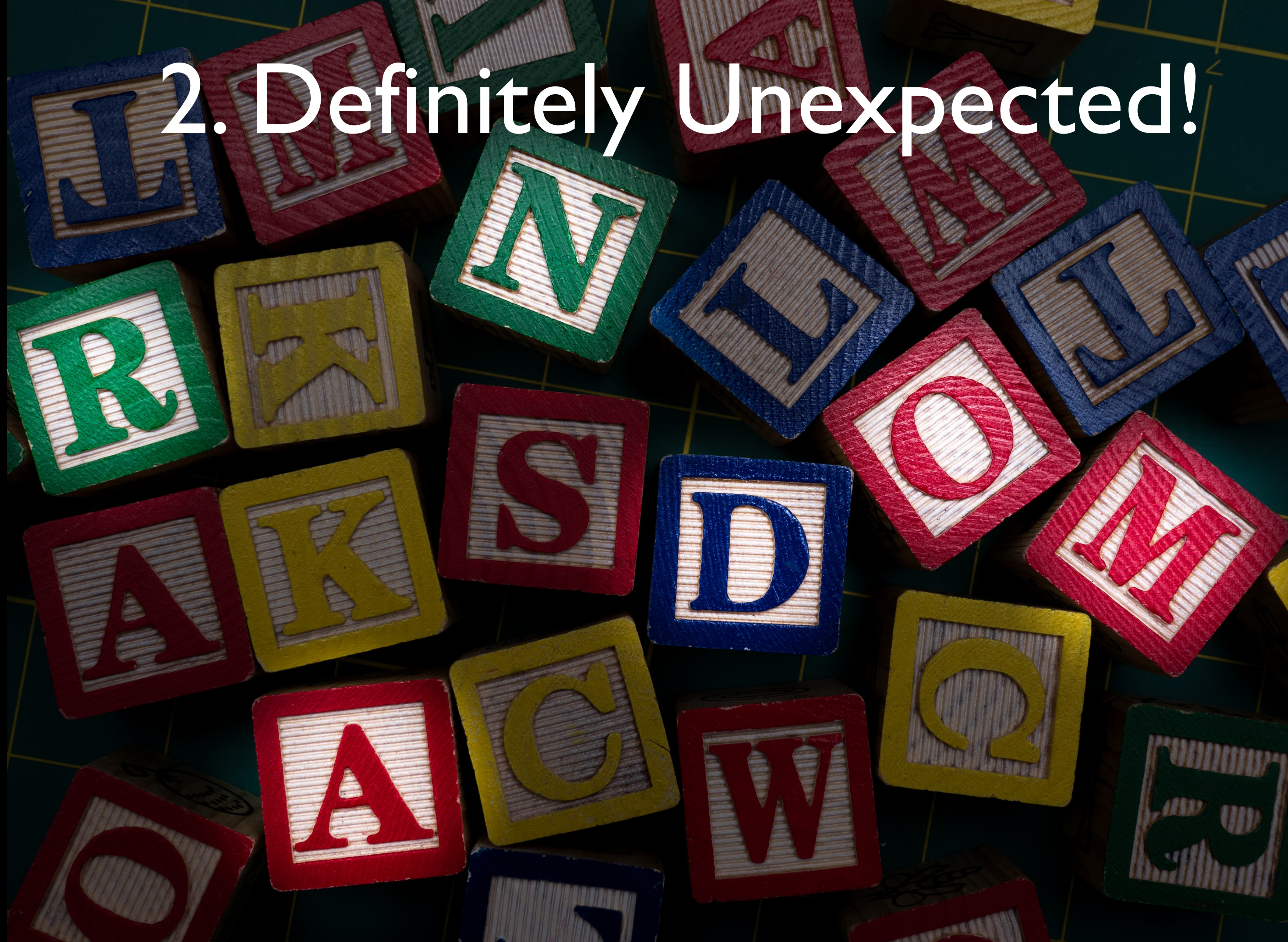


Three Key Principles



I. Out of Proportion to the Circumstance

2. Definitely Unexpected!



Park Hyatt Washington



UNEXPECTED?

NO

YES

3. Invite Customer to Play



The word "NOW!" is rendered in a bold, 3D, red font with a white fill and a dark red outline. The letters are slightly tilted and cast a soft shadow on the white surface below them.

**1. Out of Proportion
to the Circumstances**

2. Random and Unexpected!

3. Invite Customer to Play



BMO



BMO



Bank of Montreal



Enlist



Energize



Equip



Engage



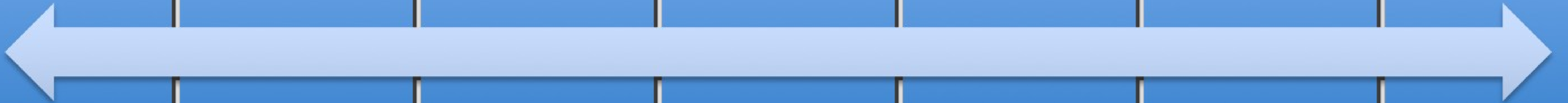
Evaluate



Enhance



Exalt







Positively Outrageous Service... The SouthWest Way!

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Application

- Get creative! Involve your Team
- List as many things that you could do to make your customers or patients say WOW!
- WOW patients, WOW customers, WOW your team, WOW your vendors & suppliers, WOW your spouse!
- WOW starts with YOU - Let's have an OUTRAGEOUS MDExpo!

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*7 Habits of a Positively
Outrageous Service Culture!*