



Radical Differences in the 2017 Customer Experience?

It is somewhat traditional for December newsletters (irrespective of the industry) to do a year-end review followed by an optimistic preview of the year ahead. Forgive me for breaking with tradition!

Even though the calendar will switch, you can be certain that your customers' wants, needs, and desires will not change dramatically in 2017. Customers will still seek to do business with companies that:

- 1) Have quality products
- 2) Reasonable prices
- 3) Expedited delivery
- 4) Technology that allows customers to self-serve, when and where they want
- 5) Provide access to knowledgeable service providers
- 6) Listen for understanding
- 7) Empathize with customer emotions
- 8) Make consumer experiences as effortless and pleasurable as possible
- 9) Express gratitude

While the urgency of service speed will continue to escalate in importance - so will the demands for warmth, authenticity, and transparency.

So I say, "out with the old year and in with the new", BUT **recommit to core customer experience**

excellence.

In the words of 19th-century French novelist Jean-Baptiste Alphonse Karr, "Plus ça change, plus chest la meme chose." Which is popularly translated as, "The more things change the more they stay the same."

And the winners are...

Lynn S.
Valerie A.
Vivian B.

Last month we held a sharing contest. Those who let us know they shared Joseph's TEDx video were entered to win a prize package. The three winners received a box of goodies from us!

And in case you missed the talk titled, ["Is Your Legacy Personal? Or All Business?"](#), here it is:



From the blog:

Do's and Don'ts for a Human and Humane Holiday Experience

Over twenty-five years ago I used to speak about managing the stress of the holidays. Those speeches were loosely based on the book *Unplug the Christmas Machine: A Complete Guide to Putting Love and Joy Back into the Season*. In it the authors, Jo Robinson and Jean Staeheli, essentially focused on four main themes:

- Prioritize gift-giving to those who truly need your gifts.
- Engage in activities (across a well-paced holiday season - not just a day) that connect with your deepest personal values.
- Seek to be a peacemaker among friends and family.
- Commit to spiritual growth.

Over time, I've come to believe we don't need to, and quite frankly can't "Unplug the Christmas Machine" - that machine will run even if you or I were to find a way to unplug it.

[Continue reading the full blog post.](#)



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