



Thank You All Year Long!

Thank you for your readership of our monthly newsletter.

It is interesting how Thanksgiving can bring out thankfulness for some brands while others remain completely ungrateful even in this season of the year.

Much of my consulting and writing has championed the importance of sharing consistent gratitude for customers year round. For example, this edition of the newsletter includes (below) a blog post from earlier in the month where I exhort leaders to adopt an "attitude of gratitude."

To change the message up a bit, I thought I would share a couple of statistics so you can think about the role that appreciation plays in employee and customer engagement.

- [Smashing Magazine](#) cites research from the Rockefeller Corporation, showing 14% of customers leave because they are dissatisfied with your service BUT **68% churn because they don't believe you care about them!**
- According to 2016 [research conducted by OGO](#), "**82% of employed Americans don't feel that their supervisors recognize them enough for their contributions.** That lack of recognition takes a terrible toll on morale, productivity, and ultimately profitability. Another key finding: "40% of employed Americans say they'd put more energy into their work if they were recognized more often."

Wait I can't leave you with ominous statistics!

Why not [check out this video](#) from the team at Soul Pancake - it "statistically" shows the power of gratitude AND more importantly demonstrates what's in it for you when you "express" appreciation.

Thank you again for being in relationship with us at The Michelli Experience!

A handwritten signature in black ink, appearing to be 'Joseph Michelli', written in a cursive style.

Vote for Your Top Customer Service Global Guru



It was an honor to be recognized as one of the top 30 Customer Service Global Gurus for 2017. Voting is now open for 2018. Please take a moment to select your favorite impactful customer service [speaker and trainer here](#).

Let's practice THANKSgiving. After you cast your vote email kelly@josephmichelli.com and tell us the name of someone you are thankful for and why. We will choose from the nominations and *thankfully* give the winner a book and gift card prize package.

It's that easy: vote, email your thankful nomination, and we'll give a deserving person a gift!

From the Blog:

GRATITUDE AT THE CORE



Authentically appreciate your people by recognizing them for meaningful contributions.



Value customers by thanking them for doing business with you.



Your people will come to understand the importance of gratitude in business.

Gratitude is a Customer Experience Differentiator

If you are a parent of young children, you probably reminded them of the importance of saying this on Halloween as they went off trick-or-treating. I also suspect your parents taught you that these are two of the three magic words. Yes, I am talking about saying, "Thank you."

The practice of using words to acknowledge gratitude is clearly part of developing social courtesy but beyond the action of saying thank you, many leaders and service providers sadly have not mastered an attitude of gratitude. [Continue reading the full blog post.](#)



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