



# TIME

themichelliexperience

Insights September 2012

Greetings From The Michelli Experience!

### **Obtaining Customer Feedback**

As the comedian would say, "I've got some good news and some bad news."



The good news - increasingly companies actually seem interested in getting customer feedback.

Surely, you've experienced a message while waiting for customer service asking if you'd be willing to take a brief survey after your call.

Now for the bad news... Many of these customer listening efforts are poorly conceived. Why should customers agree to provide constructive input BEFORE they have received service?

Similarly, I've notice that hotel front desk staff are more frequently calling me shortly after I arrive in my room to ask if everything is fine with my accommodations. This inquiry seems well intentioned, but someone should have quality-checked my room before I entered it.

Herein lies the dilemma. When should you ask customers for their feedback on transactions? How do you know how much asking assures operational excellence and when is it intrusive? Just as service professionals at fine dining restaurants understand the concept of being present without being omnipresent, so too should we seek to engage dialogue in ways that do not insert ourselves into the customer experience. Cesar Ritz founder of The Ritz-Carlton Hotel Company said it best when he suggested, "People like to be served, but invisibly."

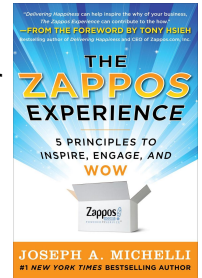
May you strike the perfect balance between being interested, seeking to elevate, and not intruding in your customer's experience!

**Exciting Opportunity - Join our Book Team**

A huge thank you to all who have shared their Starbucks stories with us! There is still time for you to participate. If you have a story of product, service, or community involvement excellence at Starbucks, please email me at josephm@josephmichelli.com. You can either include details in the email or we can set up a short interview to hear your story, with the possibility of having it included in our new Starbucks book to be published by McGraw-Hill in 2013.

## News and Resources

We're getting a face lift at The Michelli Experience. Some of you are probably saying, "It's about time!" Actually, all of our faces will remain the same graced by age, however we freshened our logo a few months ago and now we're revamping our website! When the new website is ready to roll, we'll send a special edition of this newsletter so you can dive into updated information, videos, and our newly revamped section about ways to partner with us to leverage social good.



Thank you to all who have read The Zappos Experience and shared your feedback. For those of you who are interested, feel free to enjoy or share a [complimentary download](#) of two chapters of the book and an article I wrote about Zappos in [Sales and Service Excellence Magazine](#).

## Next Newsletter



We know you get a lot of email, so we promise to give you some time and space before we visit again,

## Quick Links...

[Our Website](#)

[Books](#)

[Services](#)

[More About Us](#)

## Contact Information

phone:  
888-711-4900  
734-697-5078

email:  
[lynn@josephmichelli.com](mailto:lynn@josephmichelli.com)  
[andrew@josephmichelli.com](mailto:andrew@josephmichelli.com)