

# Ernst Enterprises Newsletter



## 5 TIPS FOR MARKETING SUCCESS *How the Chicago Blackhawks create a winning "customer experience"*

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### IT STARTS WITH THE MESSAGE

A few weeks ago I attended a Chamber of Commerce breakfast and had the opportunity to hear Dave Knickerbacker, Senior Executive Director of Marketing and Business Development for the NHL Champion Chicago Blackhawks, give a presentation. His remarks focused on the steps the Blackhawks took to improve the **customer experience** through marketing of the various product lines that make up the Blackhawks' streams of revenue. He discussed 5 tips that can be applied to all of our businesses when planning for the customer experience and developing marketing materials that set the expectation for and reinforce the customer experience.

### 5 WINNING TIPS

**1. The best customer experience.** Is your customer experience superior to that of your competitors? When Dave spoke he said his goal was to make the customer experience with the Blackhawks better than that of the Chicago Cubs, Bulls, or White Sox. Is the experience your company offers consistent or does it vary depending on which employee they deal with? Would **you** want to do business with your company?

**2. Never be satisfied with the quality of your service.** Frequently check on the customer experience by calling or surveying your customers. Reviewing service quality with your employees reinforces the importance of the consistent experience.

**3. Pay attention to details.** Variations in the customer experience, inconsistent quality, or poorly conceived marketing materials all send different messages to the customer about what they can expect from you.

**4. Seek perfection.** While I am not a proponent of perfection, producing consistent high-quality marketing materials communicates who you are and what the customer can expect. Review your materials and look for deviations from your standard---these are areas where there is room for

improvement. Remember: the concept of continuous improvement is that you continually assess your work and make small improvements to reduce errors.

**5. Have one goal.** Make it your priority that your customers have the best customer experience when they deal with your company. Consider your experience when you walk into a Panera Bread restaurant, Starbuck's or even McDonalds. Is your experience consistent and does it match your expectations? No detail is overlooked. The restaurant is clean; the marketing materials are fresh and placed in the appropriate place; the employees are friendly and well groomed. In short there are no surprises. **Nothing about the customer experience is left to chance.**

All too often we find there is little forethought and planning for the "customer experience" --- what it should be, why it should be a particular way, what the experience says about your company. The process of communicating to customers about what they can expect and how that differentiates your company from the competition is hugely important.

For example, a company markets itself as a high-quality job shop that consistently produces high quality parts meeting exacting specifications. Does the customer experience reinforce or contradict that message if the customer is put on hold because the person helping cannot find the order or seems confused about details? What if the order ships late or some parts are not up to the specifications? In this case, the customer experience **does not** equal the company message.

Every detail of the customer experience needs to be planned: from the brochure, advertising and web site content/design, to customer service, to the finished product, to shipping and delivery, and everything in between. The ultimate goal----a winning customer experience.

The Blackhawks leave nothing to chance. No detail is overlooked, quality is key, and the marketing process and implementation are regarded as crucial in creating a championship customer experience.

## **YOUR WINNING CUSTOMER EXPERIENCE**

Call Dawn Bremer today at 847/456-6334 to schedule your appointment to talk about the winning customer experience you want for your company, and how to get it. Or, come to our [website](#) to learn more.

- To read more about this and other valuable topics, see some of our earlier [Newsletters](#).
- We invite you to follow us on our new blog, [Be a Better Manager](#).
- How secure are your IT systems? Take our systems [security quiz](#) to learn more.

Sincerely,

*Mark*

Mark Ernst  
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