Crafting the Customer & Member Experience for People Not Like You
We’ve Changed

OLD

NEW

No Longer a Melting Pot, but a Salad Bowl
Stakeholders Have Changed

• Expect
  – Resources
  – Services
  – Education

• Want
  – Personalized experience
  – Relationship
• The “Impossible Triangle” is history

• Low cost
• High Quality
• Fast

• An “experience”
• Connecting with Those “Not Like You”

1. People Need What They Need

2. Relieve Pain

3. 4 Ways to Deepen Member Experiences
YOUR TURN

Turn to your neighbor and talk about which resonates with you most and why?
• Connecting with Those “Not Like You”

1. People Need What They Need

2. Relieve Pain

3. 4 Ways to Deepen Member Experiences
People Need What They Need
Not Just What, But *How*
Your Turn

What Do YOUR Members Really Need?
Needs are Never Wrong

- Young vs. Old
  - Digital vs. face-to-face interaction

- Career stage
  - Just starting out vs. senior executives
Consumer Insights: Women

• The truth can never hurt you

• No pressure – ever

• Value expansive choices, seeing all options
Consumer Insights: Men

- Want choices simplified
- The “magic number” is 3
Any Questions Thus Far?
Relieve Pain
• Different Customers Care About Different Things
• Women want security & great personal service
Men Hate Ironing

• Omni Hotels learned that men hate ironing

• Their “Select Guest” program now offers free ironing of two garments
Your Turn

Think of a Member “Pain Point” & How You Might Relieve It
4 Ways to Build & Deepen the Stakeholder Experience
#1: Pay Attention to Trends...

- Site optimized for mobile

- Social is everything

- “FOMO”
  - “Fear of missing out”
Ask Stakeholders What They Want
Surveys are good, but conversations are better
Cultivate Your “Pilot Fish”
Your Turn
Write down the names of three members/stakeholders who are “pilot fish”
#3: Be Fearless

• It may feel weird and unconventional to you, but if it’s what the member wants, then it’s the right thing to do

• “Tweet Seats” at the symphony
#4: Be the Good Guys

- Demonstrate & market social consciousness
  - Green efforts
  - Community involvement

- “We don’t need information. We need advice.”
How do you make your member’s life better?
Relevance + Experience + Relationship = Feeling the Love
On the Business Book Bestseller List!

800-CEO-READ presents the top selling business books.

February 2013
1. **Reinvent**  
   Fred Hassan  
   Book Description

2. **From Values to Action**  
   Harry M Jansen Kraemer  
   Book Description, Related Blog Posts (4)

3. **Icarus Deception**  
   Seth Godin  
   Book Description, Related Blog Posts (8), Jack Covert Selects (1)

4. **Playing to Win**  
   A G Lafley, Roger L Martin  
   Book Description, Related Blog Posts (1), Jack Covert Selects (1)

5. **Creating Room to Read**  
   John Wood  
   Book Description, Related Blog Posts (1), Jack Covert Selects (1)

   Gene Kim, Kevin Behr & George Spafford  
   Book Description, Related Blog Posts (4739)

7. **Crafting the Customer Experience for People Not Like You**  
   Kelly McDonald  
   Book Description
Thank You