

This article is about creating a nice feeling to other people

Communication to customer, friends, spouses and what ever is about reaching the same target – it's about creating a nice experience (as usual)

Example: Imagine you went out to dinner.

...and the wine was just superb and the service so impeccable and knowledgeable that you can't remember when you had service that good.

...and, when you come to the fish, the fish you ordered for the main was a bit too salty!

What would you remember from this experience?

Most of us would react in exactly the same way. We remember the salty fish. And not surprisingly the business owner or the employees are trying to fix the "salty fish".

Don't fix the problem. Fix the experience, which means the feeling linked to the situation!

Another dinner experience: My meal was a bit late. And out of the blue, a set of starters was placed in front of me. I protested, of course, as I hadn't ordered the starters and I was assured they were complimentary. It had been twenty minutes since I ordered my meal and though the meal was just a few minutes away, they offered me a set of starters absolutely free.

Fix the experience and the problem.

Most businesses do the wrong thing. When a customer mumbles and grumbles, they try to fix the problem. They see your fish is too salty. They offer to get the chef to cook you another fish with less salt.

Yes you need to fix the problem, and by fixing the experience. And to do that you have to listen to the customers feedback and do your best to fix the experience, regarded from the eyes of the customer, not your own.



You can't ever fix the problem

Let me give you an example. If customer saying she hadn't received some course materials we'd sent out. **DON'T take this attitude:** To our defense, we'd already sent out the material. We'd done our 'job.' And yes, we'd pop another batch of materials in the mail, and yes, that would be that, right?

Do this instead. If the course materials get lost in the mail, apologize, and then give the client a free consulting session at your cost. If your keynote presentation offended some people with an off-color remark, then apologize and then send them a box of chocolates. If the fish is too salty, try to fix the fish at first, but if the client persists on eating it, then go ahead and fix the experience. Be warm and gracious and give the client a free coffee, or a warm, chocolate dessert.

To sum up: How do you fix the experience?

Step 1: You recognize the problem; you apologize and you fix the problem.

Step 2: You then fix the experience by adding more than expected, and that would be what they remember

Step 1 just decide that to do this is really easy. You recognize the problem and fix it.

Step 2 is where things fall apart. And the way to fix the experience is to give the customer something that's not related to the problem at all. It should be something of an add on, something related to the situation and more than expected

Remember, customer don't remember the fish, only the experience. You can fix it when you decide to. Let your attitude be, just do it. And, if it's a sort of comfort to you, customer doesn't react to reality. Only to their own model of the world, and you can accessing that version of the world by asking what they're experience are. And catch what they need to be more than satisfied.

Remember, people are the most complex living creature on this planet: And the only thing we are searching for is the nice feeling, no matter if we are conscious about it or not. Our unconsciousness mind is so big, that we don't know why we choose as we do all the time.

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