



THE ABCs OF CREATING SUPERFANS

A LETTER-BY-LETTER GUIDE TO SUPER CUSTOMER EXPERIENCES

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Superfans are customers whose experience with your brand is so great that they can't help but tell others. They're loyal advocates you can count on for reviews, referrals, and repeat business. When done right, a well-executed customer experience can take potential purchasers from Apathy to Advocacy. People who would have given you Zero consideration before can be turned into Zealous supporters. Did you see what I did there? If so, you're going to love the ABCs of Customer Experience.

This list isn't meant to be followed to the letter (I'm sorry... I couldn't resist!), because the best customer experiences vary from brand to brand. Why? The DNA of your company must be infused into the experiences you create for your customers. But, I hope these ABCs inspire the creation of experiences that will have your customers shouting to their friends, "Next time won't you spend with me!"



A IS FOR...

APPRECIATION

Never take it for granted that your customers know you Appreciate them. It's always advisable to tell them, but showing them is absolutely imperative. Superfandom is a two-way street. If your customers feel like they don't matter to your brand, your brand isn't going to matter to them. If you want to build affinity, you've got to be authentic in showing your appreciation. Amaze your audience, and you'll create advocates almost automatically.



B IS FOR...

BETTER

The brands that are best known for amazing customer experiences never settle, and they never stop iterating. They always want to get Better. That's because they know the secret to success is making their customers' lives... you guessed it... better. Whether your business is B2B or B2C, remember that you're ultimately H2H: Human to Human. Be bold in your attempts to constantly add benefits that make every part of your buyer's journey better.

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C IS FOR...

CONNECT

The key to creating superfans is to Connect your story to each customer's story. That connection is the key point that separates you from your competitors in the mind of your customers. Be creative – and don't shy away from customization – in order to forge the authentic connections that will make YOUR brand a core part of your customer's consideration set.



D IS FOR...

DATA

If you're diligently tracking Data, deploying devices to delight customers at scale becomes less daunting. The most important data vary by industry, so take a deep dive into yours. Dig into the details that help you better understand your customers. Double down on tracking meaningful metrics, and dare to dump the ones that don't make a difference until you're completely dialed in on delighting your buyers.



E IS FOR...

EXPECTATIONS

The quickest way to elicit excited reactions is by exceeding your customers' Expectations every time you engage with them. When you do, they'll be eager to expand their relationship with you. Align every employee around this end goal: Exceed expectations every time, in every way possible. Expressing empathy is one way to exceed expectations; listening effectively is another. These actions make each experience exponentially more enjoyable for everyone involved – employees and customers alike.

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F IS FOR...

FEEDBACK

How do you continue to improve customer experiences? By seeking – and following through on – Feedback. Ask your customers for their feedback and you'll likely find they are happy to share it. Focus on refining your product(s) or service(s) until they're fabulous. Fans – and fortunes – will follow.



G IS FOR...

GENEROSITY

Give, give, give... and then give some more. Be good to your customers, great to your employees, and generous to your community. Set giving goals, and then go crush them. Be generous with your time, your knowledge, and your good fortunes.



H IS FOR...

HAPPINESS

With few exceptions, being in the Happiness business is smart business. Each interaction with your customer has the ability to be a net-positive, negative, or neutral, so try to increase their happiness level. Be helpful, human, and humble, and they're much more likely to walk away from the experience feeling happier than when it began.



I IS FOR...

INTEGRITY

It is imperative to infuse integrity into every interaction. Treat everyone with integrity: Your customers, your employees, your vendors, your stakeholders, and everyone in between. If you don't, everything else you do is irrelevant.

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J

J IS FOR...

JOURNEY

Every interaction a customer has with your marketing materials and employees comprises the so-called “Customer Journey.” You want that journey to be as long as possible – hopefully, a lifetime! – so you’ve got to justify the customer’s decision by exceeding their expectations at every turn. Don’t get jaded, or just do the bare minimum. Focus on removing friction at every interaction point along the journey, not just the ultimate destination (or sale).



K

K IS FOR...

KEEP IN TOUCH

The key to Keeping in Touch is to know how often your customers need and want to hear from you. The appropriate level of communication varies: Don’t ghost your customers, but don’t drive them crazy with endless emails, texts, or calls, either. Ask yourself, before each contact point: What’s the purpose of this contact, and how does it serve the customer? If your answer is solid, go for it! If not, wait until your contact adds value to your customer in a meaningful way. It’s not only smart but also the kind thing to do!



L

L IS FOR...

LOYALTY

Loyalty is the largest payoff of a well-executed CX strategy. One mistake a LOT of companies make is treating new customers – or prospective customers – better than existing, loyal customers, but attracting new customers is much more expensive than retaining existing ones. Don’t make your current customers feel second-class or give them a reason to leave. Loyalty should go both ways. The level of service (and pricing, and offers) presented to longtime customers should be at least as great as what you’re using to woo new ones.

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M IS FOR...

MAGIC

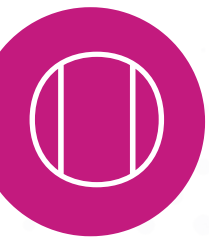
Make your customers' experience feel as much like Magic as possible. Work meticulously to magical moments — not just in your marketing, but in every interaction. It all matters. Magical-seeming CX doesn't miraculously materialize; you've got to make it a priority and mobilize ALL the troops around your message to move the machine forward.



N IS FOR...

NEXT

Focus on long-term relationships, not one-time transactions. Instead of chasing the next customer, fixate on how you're going to serve this customer's needs Next. How do you keep adding value? How can you delight them the next time you interact? Nail this habit and you'll never have to worry about noise from your competitors again.



O IS FOR...

OBSESSION

Object to anything other than an outright Obsession with customer satisfaction. Being ordinary is not an option. If you aren't obsessing about how to improve your customers' lives on an ongoing basis, it's only a matter of time until they'll be looking for other options.



P IS FOR...

PLATINUM RULE

The Platinum Rule is a philosophy that promises perennial payoffs. Treat others the way they want to be treated. Get passionate about this planned personalization. It can take patience to perfect, but — when implemented properly — leads to prosperity practically 100 percent of the time.

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Q IS FOR...

QUALITY

There's no question that Quality is a critical component when creating superfans. Don't be too quick to rush products or services out before they're qualified, or you'll have a quantifiable quandary! (And yes, you can quote me on that.)



R IS FOR...

REPETITION

How do you earn a reputation for being the best? Repetition. Customers deserve (and demand) predictable and consistent results when they engage with your brand. Resolve to be predictably great, and you'll reap real rewards: Great reviews, referrals, and revenue, and return on investment, for starters.



S IS FOR...

STORY

The secret to creating superfans is to connect your Story with every customer's Story. If you can show them that you're satisfying a sincere need, they won't be searching for something (or someone) else to solve it. Your story is your signature superpower — and every salesperson should strive to showcase it successfully.



T IS FOR...

TEAM

Nothing transforms turbulent CX faster than an aligned Team of talented employees. Task your team with treating customers thoughtfully. Then, thank them. Customers rarely receive better treatment from your team than what your team receives from you.

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U IS FOR...

UNDERSTAND

Understand each customer's story. Without it, you're unable to connect your story to theirs — which makes creating superfans almost impossible. Take the time to uncover the uniqueness of your customers. A universal understanding of their underlying motivations will give you the upper hand in your sales, marketing, and CX efforts.



V IS FOR...

VALIDATE

Every person you ever meet wants the same thing... Validation. Validate your customer's feelings, vision, concerns, and viewpoints. Let them know you value their voice and that their vote matters, and you'll likely be victorious in your valiant quest to create superfans.



W IS FOR...

WOW

When you can make your customers say WOW!, you won't ever find yourself without word-of-mouth marketing. It should begin with welcoming them warmly and continue with wonderful moments throughout their brand journey, regardless of where they're at or which department they're engaging with.



X IS FOR...

X-ING OUT

Do you know what's exciting? The thought of X-ing out all of your competitors. There are brands and products you're so loyal to that you wouldn't even consider trying another brand, no matter what extra incentives were offered. The same is possible for *your* brand.

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Y IS FOR...

YOU

You guessed it... you've got to put your brand front and center if you want to create superfans. This goes for your company's brand and your personal brand. The good news? You know YOU better than anybody else! Your team members should all be empowered to put their personalities forward in pursuit of superfan-worthy customer service, too. Don't overthink it... you've got this!



Z IS FOR...

ZENITH

Google's primary definition for Zenith is "the time at which something is most powerful or successful," which is the perfect way to wrap up our alphabetical list. That's because, when executed correctly, nothing is more powerful for your brand than delivering SUPER customer experiences. When you get that part right, you're almost guaranteed long-term success. There's zero question about it: if you create amazing customer experiences with zeal, your superfans will be zooming back to spend more — and bringing their friends! — in no time.

And there you have it! That's how to create superfans, from A to Z.

Deploying your company's distinct DNA to design memorable, meaningful moments for your customers is a critical competitive advantage you can't afford to avoid.

All alliterations aside, I hope this guide has inspired you to think about (or re-think!) your organization's customer experience (and employee experience) strategy.



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