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Building the Ultimate Member Experience

How do you build the ultimate member experience? You won't need a hammer or a hard hat – but you will need superior service skills and imagination. We need your entire service team to get to work creating a memorable and pleasant experience for your members.

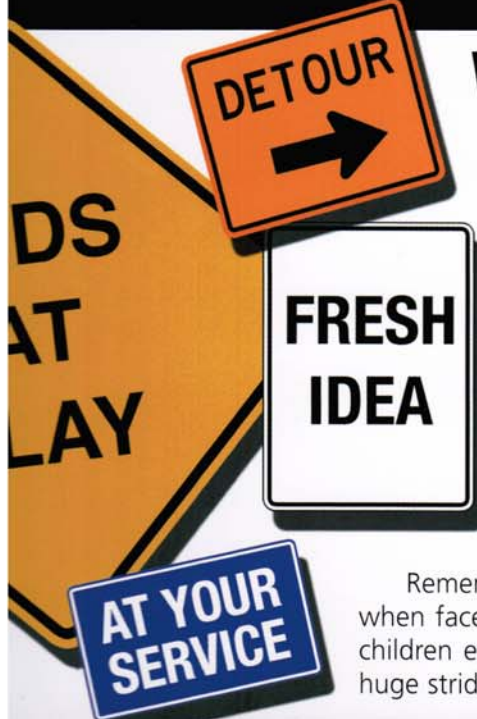
The inspiration for this concept is customer service expert Scott Deming, who has educated DirectBuy service teams about the importance of creating the ultimate member experience. Attendees at his seminars learn that the formula for success in their showroom lies within their ability to create an exciting, emotional, and, most importantly, unique experience.

Deming emphasizes that it's important to make coming to your center an experience full of positive, powerful emotions – rather than just about transactions, the way shopping is at a typical retail store. Remember, building this kind of emotional brand experience is not about doing things better, it's about doing things differently. Your service team will discover that focusing on the ultimate member experience will turn members into loyal advocates of DirectBuy and create a strong service culture in your showroom.

Because we can't be there to experience it for ourselves, show it to us the best way you can. Take photos, send us any promotional items you've put together, and submit emails or other feedback from members.

No matter how you decide to build the ultimate member experience, your idea needs to be original. But to get you started, we've included blueprints used by your fellow service teams and points from Scott Deming to inspire you to start brainstorming.

Your service team will love building the ultimate member experience so much that you'll want to keep performing at this high level of service even after the contest ends!



What Would Your Members Love from You?

Sure, you love your members' children. But have you really made an effort to make sure they have a pleasant experience in your showroom, too?

A solution from the Toronto East service team: Launch a pre-emptive attack to avoid the inevitable "When are we going to the toy store, Dad?" or "Mommy, are you done shopping yet?" Recruit someone who can work in the DB Kids room on Saturdays leading the children of members and guests in various activities and games so that their parents can make the most of their shopping time. Make being kid-friendly a routine by offering a monthly coloring contest for members' children, too. Choose a different theme each time for the children to color, and have the staff vote on the best. Give out prizes like small gift baskets and movie passes to winners, and display their pictures on the wall of your showroom.

Remember Scott Deming's advice to think, "What would my members love from me?" when faced with potential hurdles, such as cranky kids. If you make sure your members' children enjoy spending time in your showroom as much as adults do, you'll be making huge strides toward building the ultimate member experience.