

# The Age of More



Canadian Association of Movers  
2014 Annual Conference

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In the Age of  
More we can't  
keep doing  
MORE

# Myths

- **Selling is the responsibility of Sales team**
- **Competitive advantage – price & quality**
- **People are motivated by money**
- **Organisations transform**
- **Purpose of business is to make a profit**
- **People know what's expected of them**
- **What we do is more important than how**
- **The less said the better**
- **No news is good news**
- **Competition... "it's dog eat dog world"**



Selling is the  
responsibility only  
of Sales Team



# All departments are responsible for selling

Sales



Office



Dispatch



Delivery



Claims



68% leave due to experience  
14% dissatisfied with service



Attracting a new customer costs  
5x as much as keeping an  
existing one

Dissatisfied tell between 9 -15 people  
13% of dissatisfied tell more than 20

86% quit doing business with  
a company because of a bad  
experience

For every customer complaint,  
there are 26 other customers  
who don't tell us

Takes 12 positive service experiences to  
make up for 1 negative

60% often or always pay more for a better experience... even in a negative economy



65% of new business comes from referrals

49% consumers say friends and family are their top sources of brand awareness

77% of consumers are 4x more likely to buy when referred by friends or family

Happy customers who get their issue resolved tell about 4 - 6 people

**81% of companies who deliver excellent customer experience outperform their competition**

The Life-Time Value of a new referral customer is 16% higher

**Are customer hand-offs  
between departments  
seamless?**





# Competitive advantage is about:

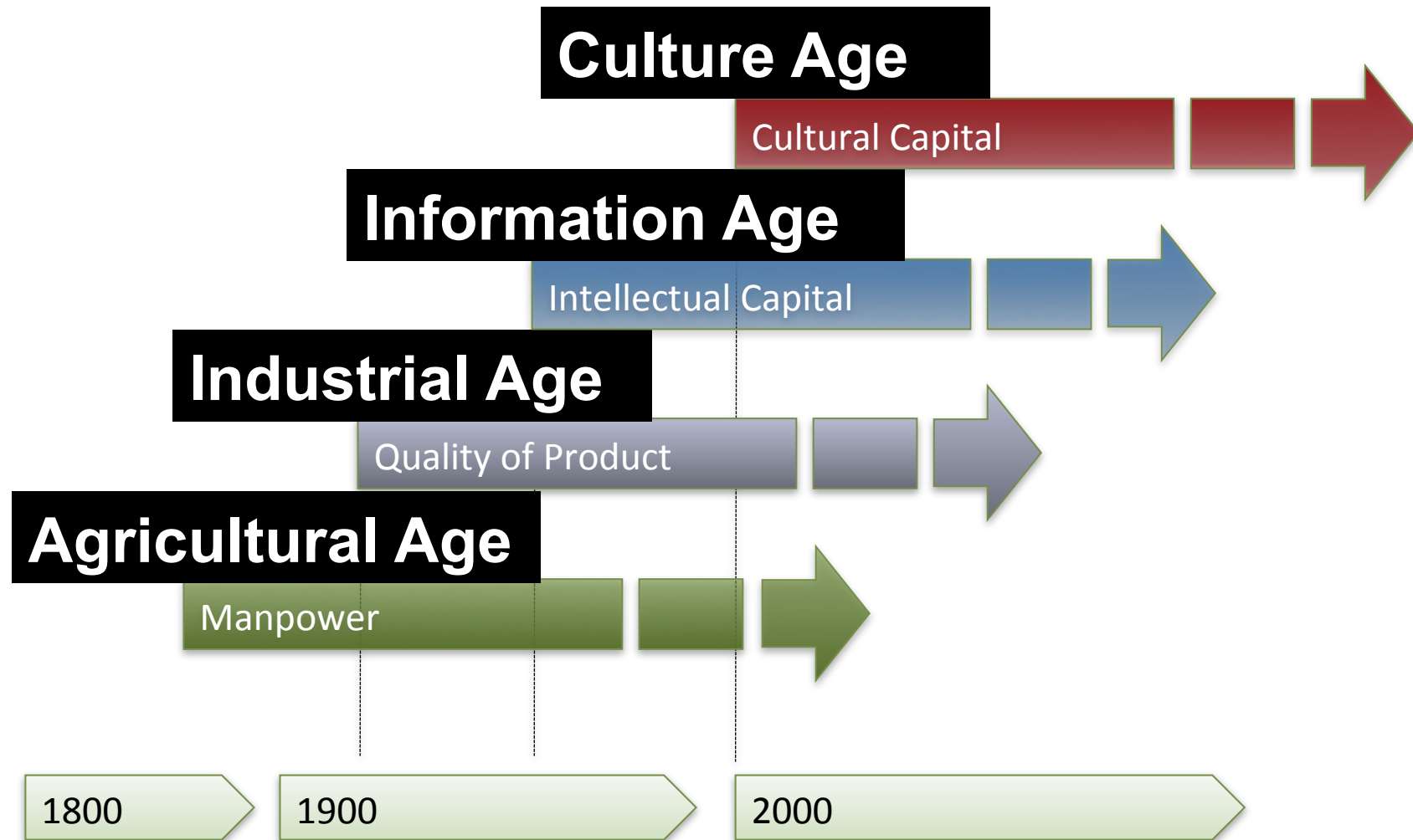
- Product
- Place
- Promotion
- Price
- People



Creating  
Remarkable  
Customer  
Experiences

Zappos  
.com

# Evolution of Competitive Advantage



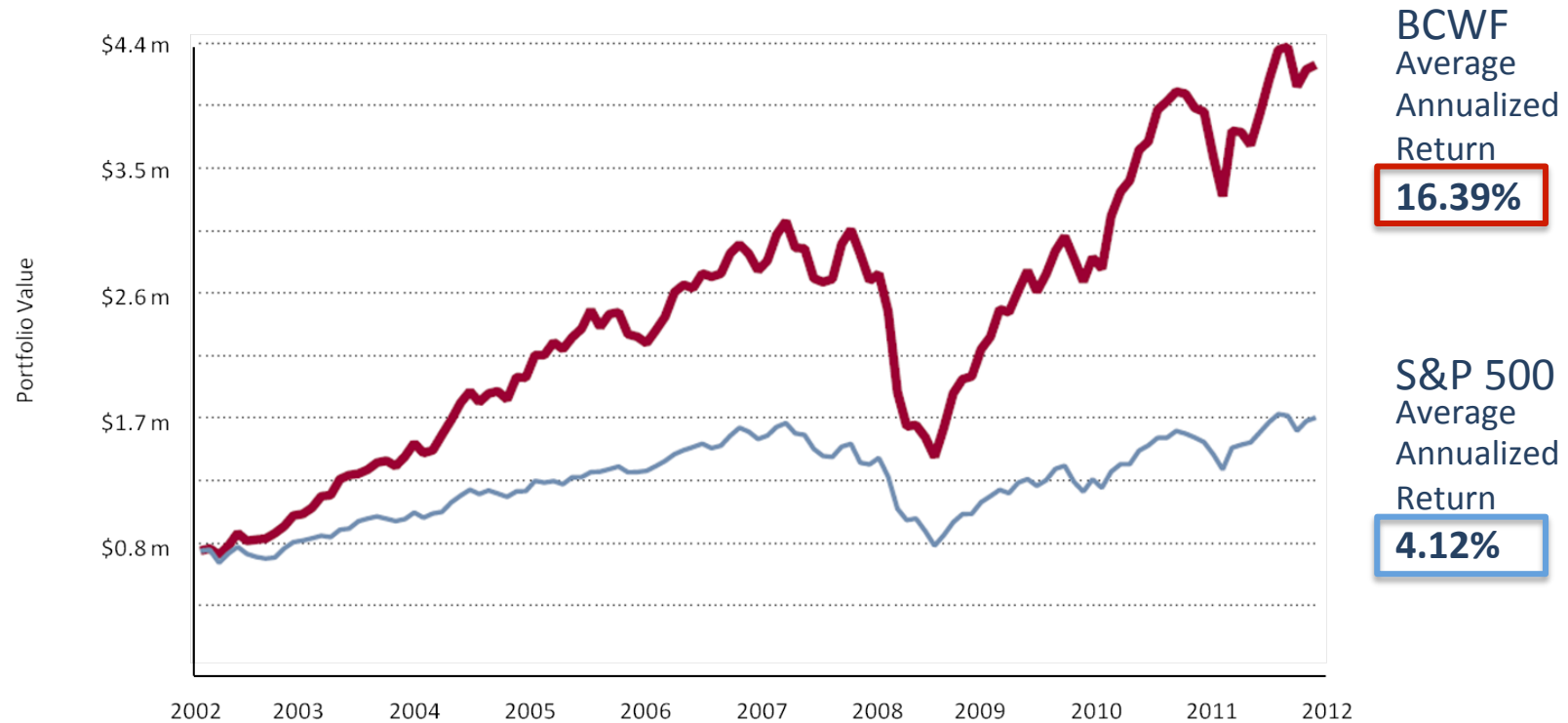


# **Cultural capital is the new frontier of competitive advantage.**

Cultural Capital is:  
Measure of the  
value that can be  
placed on a  
“personality” of a  
company

Who you are &  
what you stand for  
are just as important  
as the quality of  
the services you sell

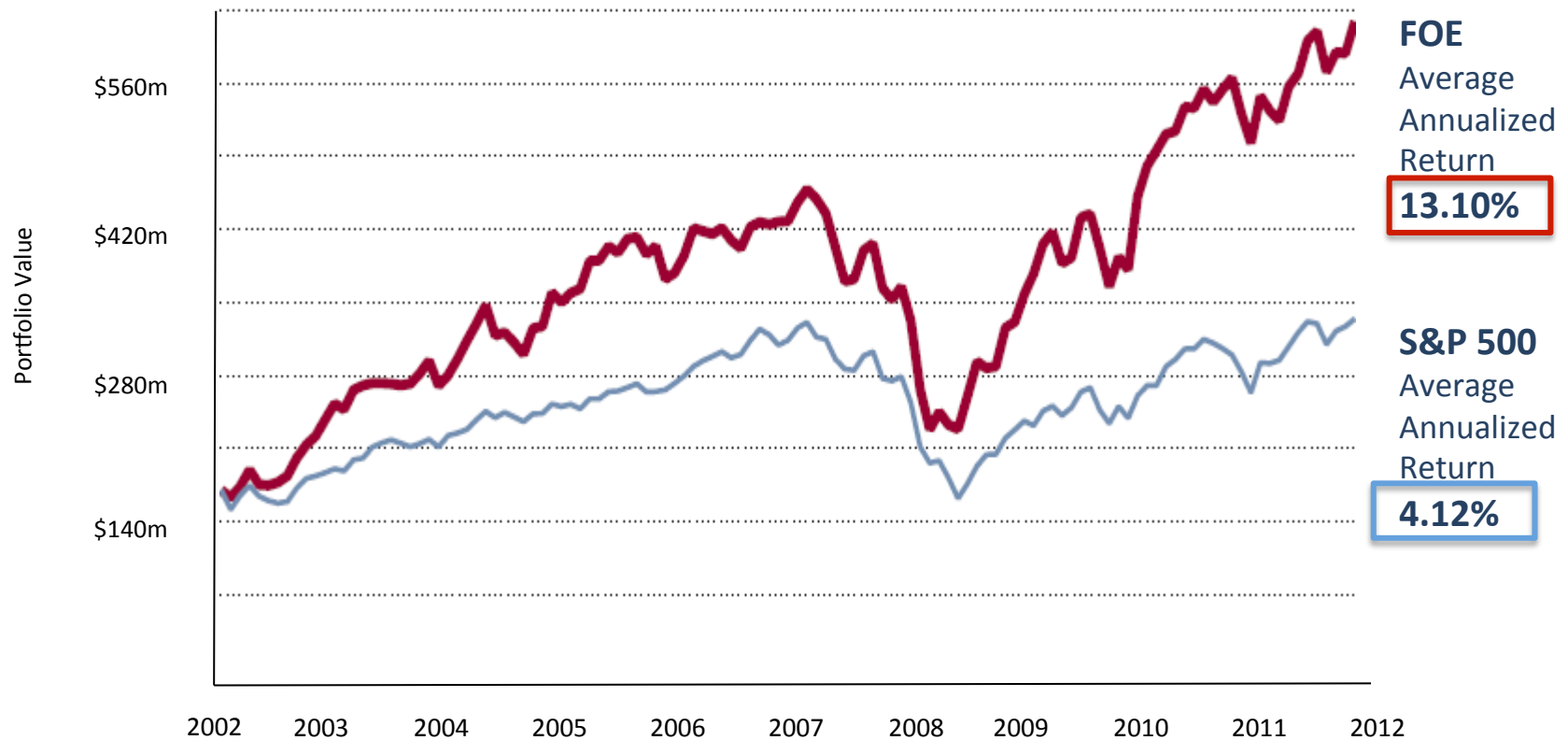
# The Top 40 Best Companies to Work For (USA)



*The Best Companies to Work For engender high levels of employee engagement and commitment, because the leaders of these organisations focus on meeting employee's basic needs and satisfying their growth needs: they focus on helping their employees feel happy and fulfilled.*

# Eighteen Firms of Endearment

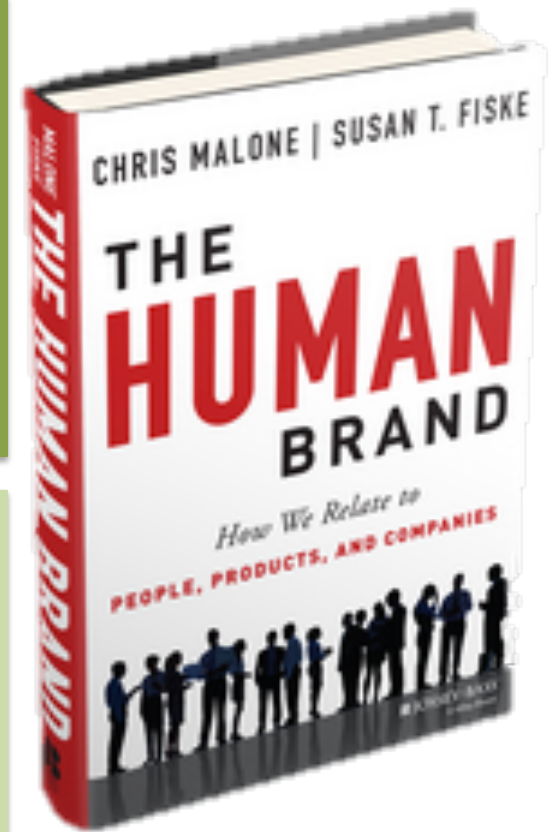
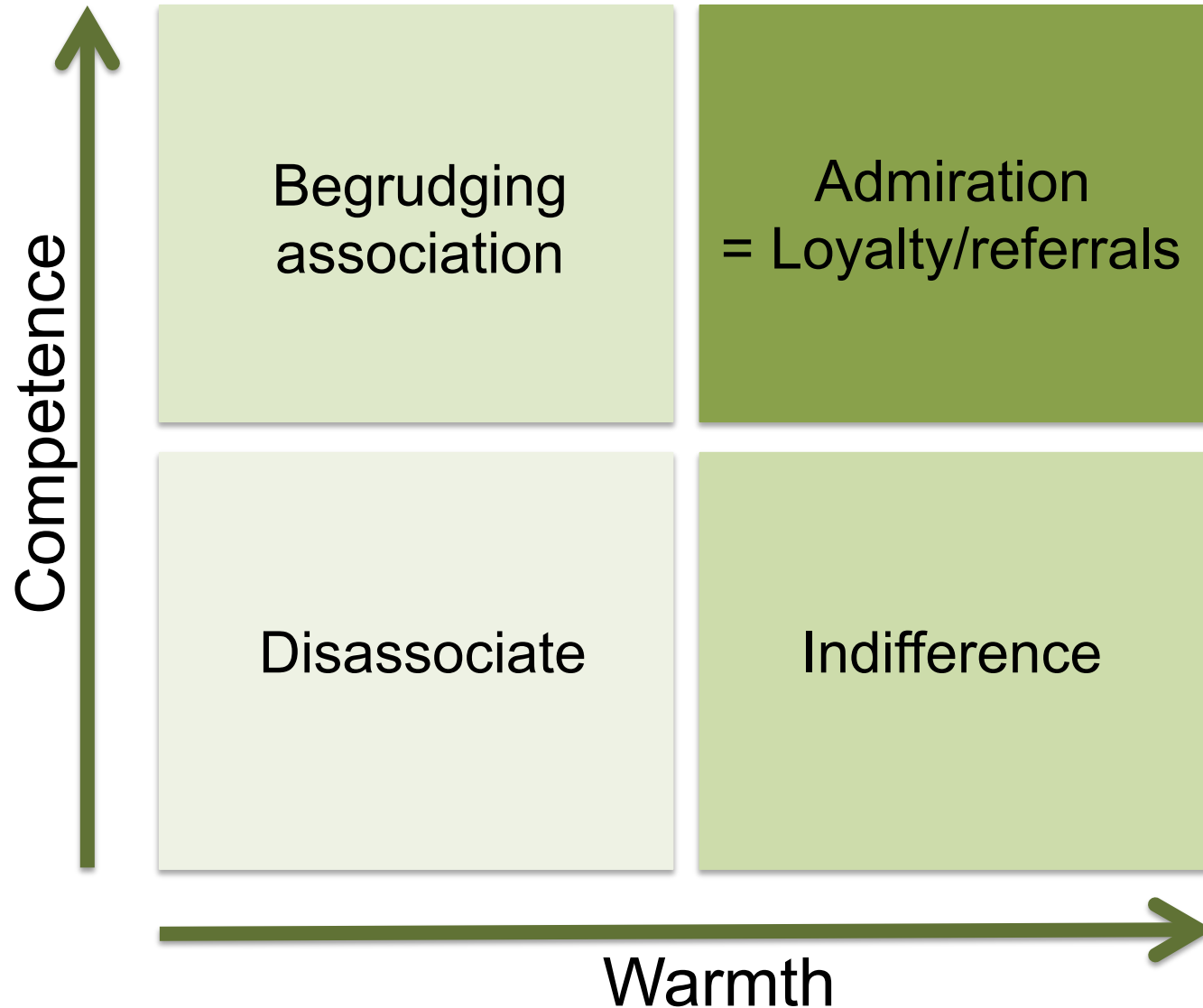
-author Raj Sisodia



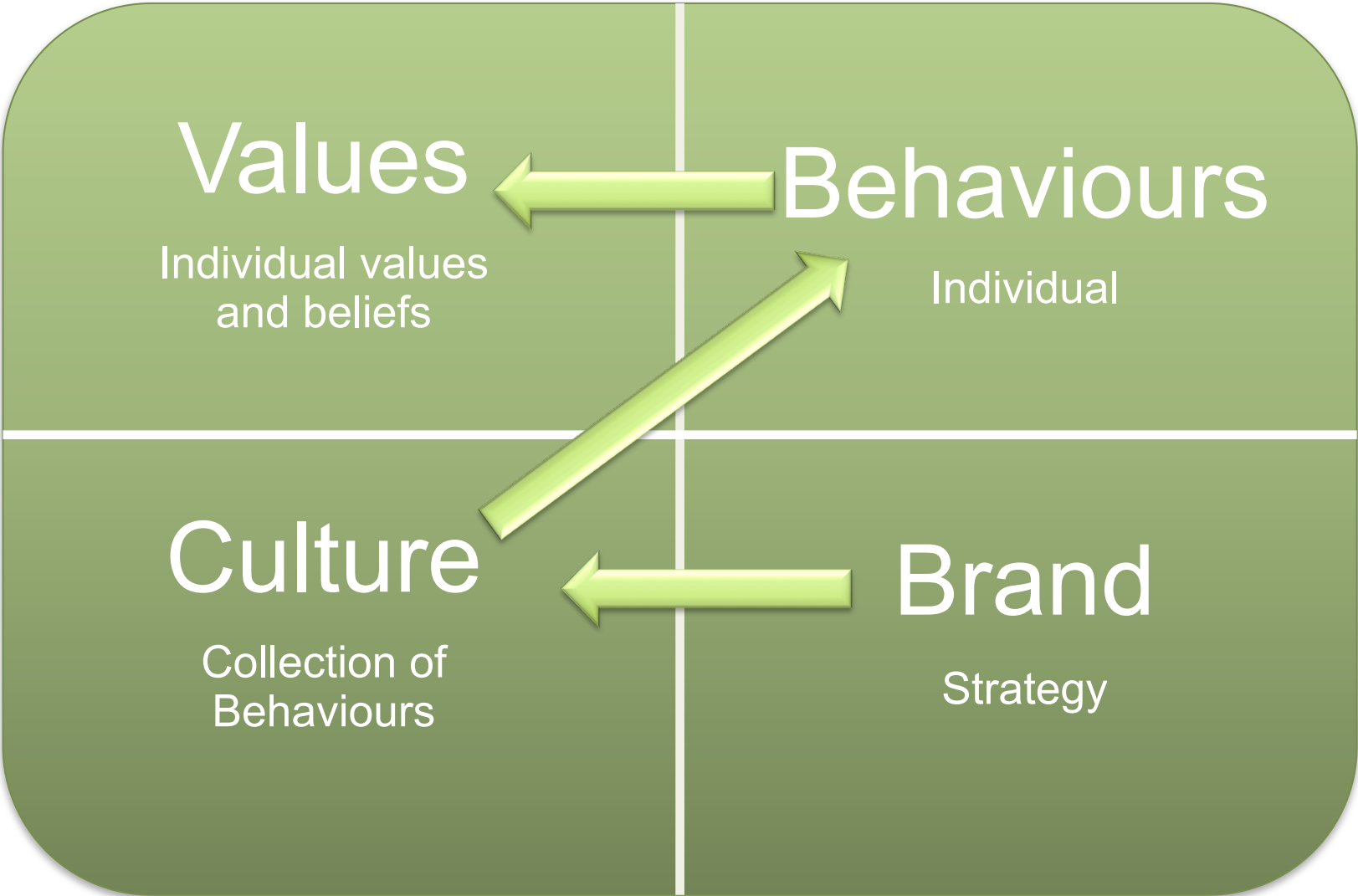
*Firms of Endearment focus on meeting all stakeholders needs. The four pillars of FoE are Conscious Leadership, Conscious Culture, Stakeholder Integration and a Higher Purpose supported by Core Values.*  
<http://www.consciouscapitalism.org/>

# The Human Brand - Chris Malone

How to Relate to People, Products and Companies



# Where does culture fit?





# **How do you create a WOW customer experience?**

There is not a brand that garners  
customer loyalty  
without employees' engagement

**Companies don't engage  
emotionally with their customers—  
people do**

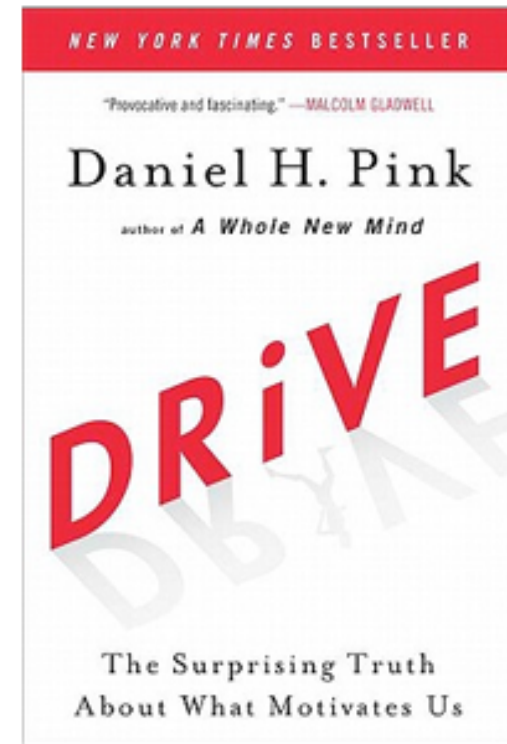


People are  
motivated by  
money

New

# Dan Pink - Drive

- Autonomy
- Mastery
- Purpose



**Do your values  
permeate through  
your entire team?**



# Stages in the Development of Personal Consciousness





# Stages in the Development of Organizational Consciousness



# Balanced focus

Are you more than a moving company?  
Do you positively affect human  
experience?

Are you engaged in environmental  
awareness, community, employee  
fulfillment, coaching/mentoring?

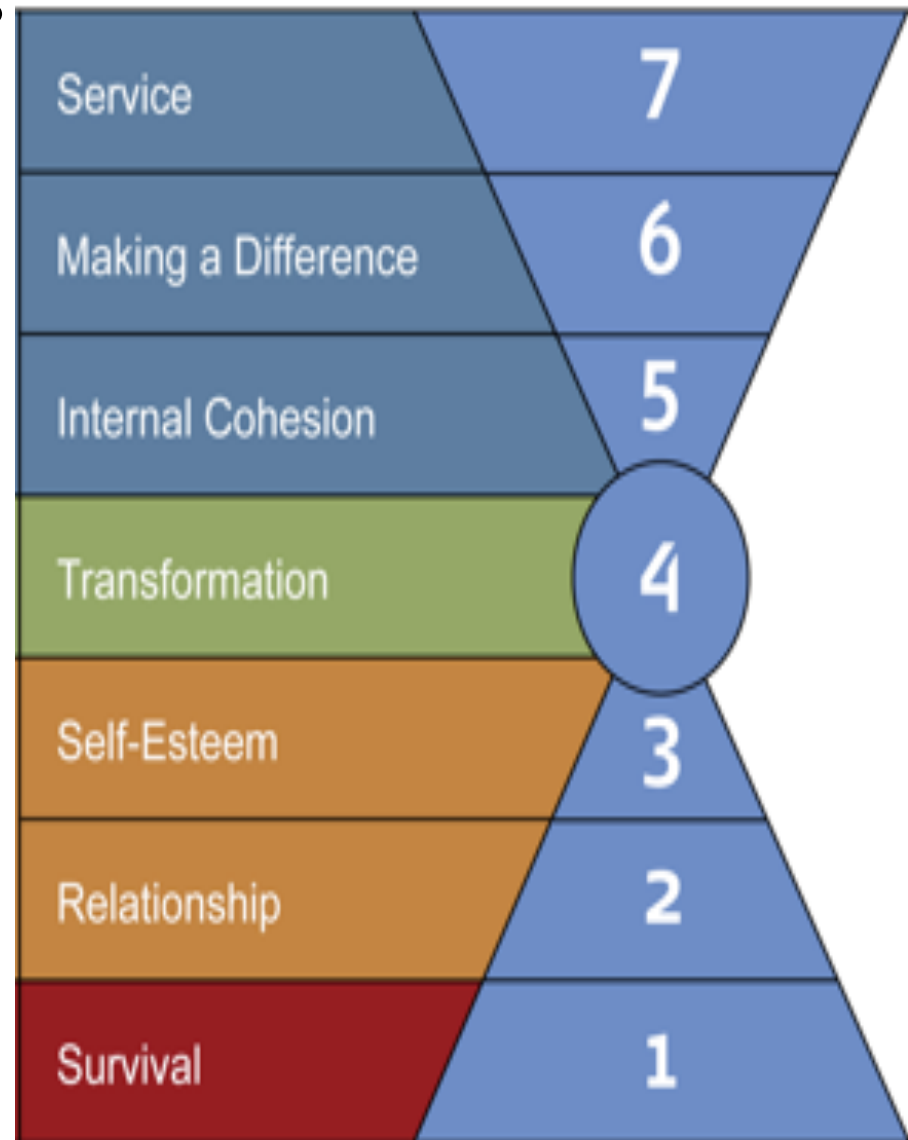
Do you have shared values,  
commitment, integrity, trust, passion

Do you provide professional  
development opportunities?

Are people recognized for excellence?

Does everyone feel part of the team?

Is the company profitable? Are  
team members financially secure?





# Organisations transform





Organisations don't  
transform  
People do

Cultural transformation  
begins with personal  
transformation

The culture of an organisation is a reflection of the values, beliefs and behaviours of the leaders of the group.

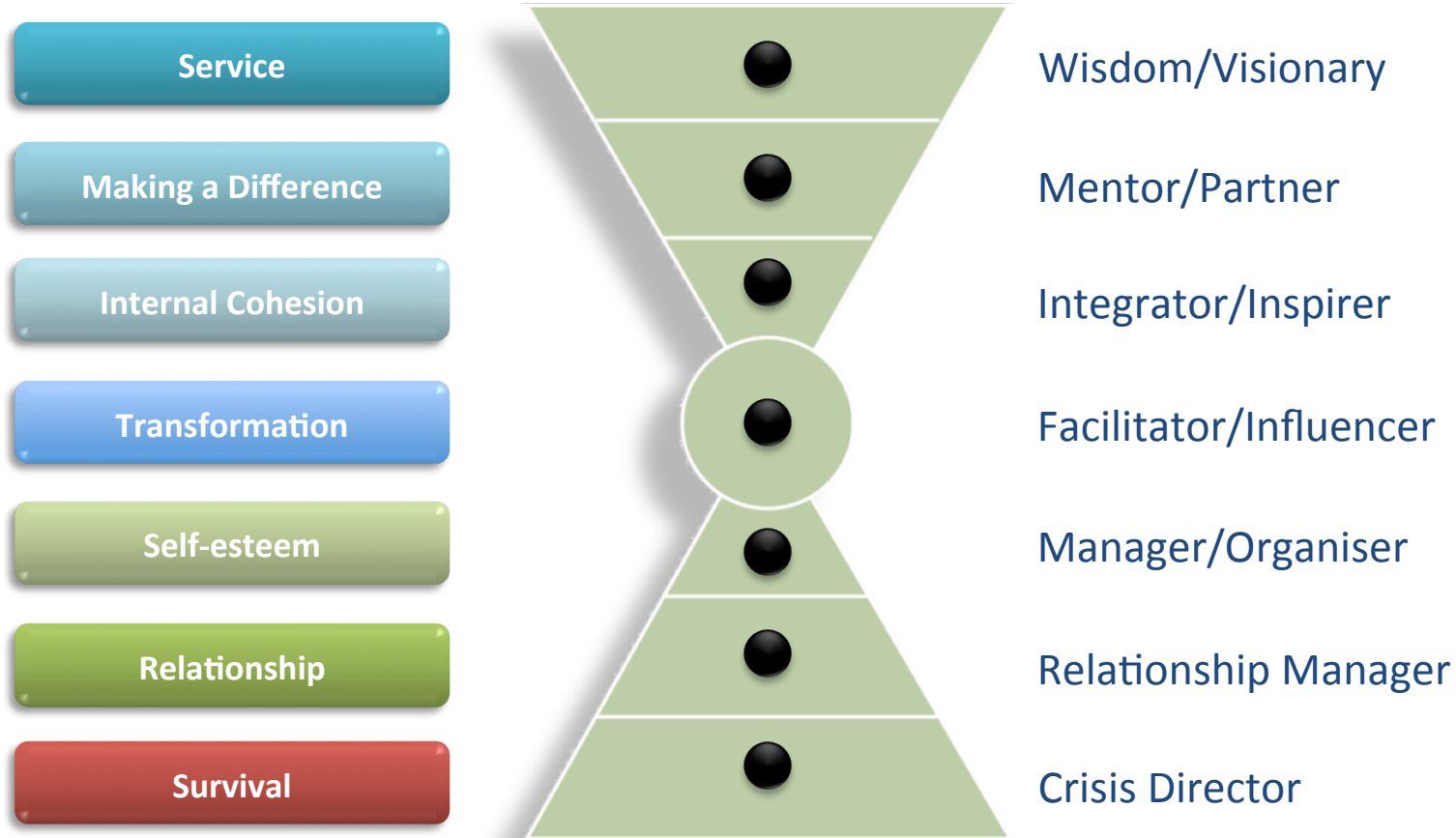


The real role of the leader is to manage the values of the corporation.

Tom Peters, "In Search of Excellence: Lessons from America's best run companies", 1983



# The Barrett Seven Levels of Leadership



# Vision/Purpose, Mission, Values

**Mission:** “**what**” work you are doing

**Vision/Purpose:** “**why**” you are doing this work

**Values:** “**how**” the people will work

- Provides structure for the work
- Gives meaning and a sense of pride
- The basis for decision-making
- Informs appropriate actions for each individual situation



Purpose of  
business is  
to make a  
profit



**Purpose of your  
business is to  
provide relief**

# Most notorious causes of stress

1. Death of a loved one
2. Divorce
- 3. Moving**
4. Major illness
5. Job loss

*Health Status Inc.  
& Employee Relocation  
Council*



1. Death of Immediate Family Member – 9.1
2. Losing your Job – 8.6
3. Getting Divorced – 8.0
- 4. Moving – 7.0**
5. Having a Baby – 6.5
6. Getting a New Job – 6.4
7. Getting Married – 6.3
8. Starting College – 5.9
9. Becoming an Empty Nester – 5.6

*Consumer Insights Study*

# IDEAS

## Collective Team Exercise

Commitment from leadership

- Revisit the existing vision/ purpose/mission or create one
- Define 3-5 core values
- Define specific behaviours
- Review customer testimonials with ALL team members



Does reality match intention?



✓ The core values should be the guide for people to make day-to-day decisions

✓ More than plaques on a wall or words on a website

## OUR VALUES

<b>Quality</b>	excellence in supports, products, and services, developed in partnership and provided by people with commitment.
<b>Respect</b>	a standard of conduct which embodies dignity, and regard for all persons.
<b>Integrity</b>	honesty, fairness, and reliability in all relationships.
<b>Teamwork</b>	dedicated people collaborating for a common purpose with consideration of individual views.
<b>Resourcefulness</b>	responsible pursuit of opportunities, resulting in fiscally sound, flexible, and innovative services.
<b>Person-Centered</b>	a focus on choice, empowerment, support, and self determination.

Evidenced by specific behaviours

Once a day we ask a team member if they need help

We listen & empathize with the customer's feelings



# Highly Engaged Employees

- Identify with the company
- Care passionately about the future of the company
- Bring passion and purpose to their work
- Want the company to do the right thing
- Want to feel pride in the way the company behaves
- Willing to invest their discretionary effort to make the company a success



People  
know  
what's  
expected of  
them



Measurement  
matters.

If you can see it  
or hear it, you  
can manage it.

Are your values  
demonstrated through  
behaviours?

***Guided*** by Purpose

***Informed*** by clearly communicated  
& defined behaviours

***Fueled*** by VALUES

***Held*** Accountable



WHAT  
we do is  
important



Not what you  
do...  
it's HOW you  
make people  
feel

**Loss**

**Move**

**Change**

Did I pack everything?

Will the cat get out?

Will movers show up on time?

Should I have food & drinks for them?

Will I have time to clean after move?

What about the tip? How much? Do I have cash?

Is the elevator ready?

Telephone & internet guy?

**Argghh!!!**



A photograph showing two hands reaching towards each other in a gesture of care or support. The hands are silhouetted against a bright, hazy sky at sunset or sunrise, with the ocean waves visible in the foreground. The word "Care" is written in white text across the upper part of the image.

Care

Caring is a powerful business advantage

Scott Johnson

**Trustworthiness...a  
lot like Generosity**

# Curiosity

**Greatest human  
need – to feel  
'heard'**



The less said  
the better.  
Besides... it's  
all in the  
contract



More information  
More transparency  
More communication

# People hear 1 in 6 words

Under this plan you will be reimbursed for loss and/or damage up to sixty (60) cents per pound per article. This means that in the event of damage or loss, you will be reimbursed sixty cents per pound based on the weight of the damaged/lost item. This coverage is required by law under the “Motor Carrier Act” and there is no cost to you for this basic coverage. This released protection is generally not sufficient to replace your items in the event of damage or loss. However, you can check with your personal homeowner insurance broker to see if they will extend coverage for your goods during your move.

## *Plan B – Replacement Protection*

This plan provides coverage up to the replacement cost of your item(s) based on today’s market price for an item(s) of like quality and kind.

Maximum coverage is limited to the dollar amount you declare on your moving contract. Your declared value must not be less than \$10.00 per pound multiplied by the weight of your shipment.

**Clarify**  
**Confirm**  
**Capture**

**What are the stresses you could  
relieve?**

**What about un-thinkables?**





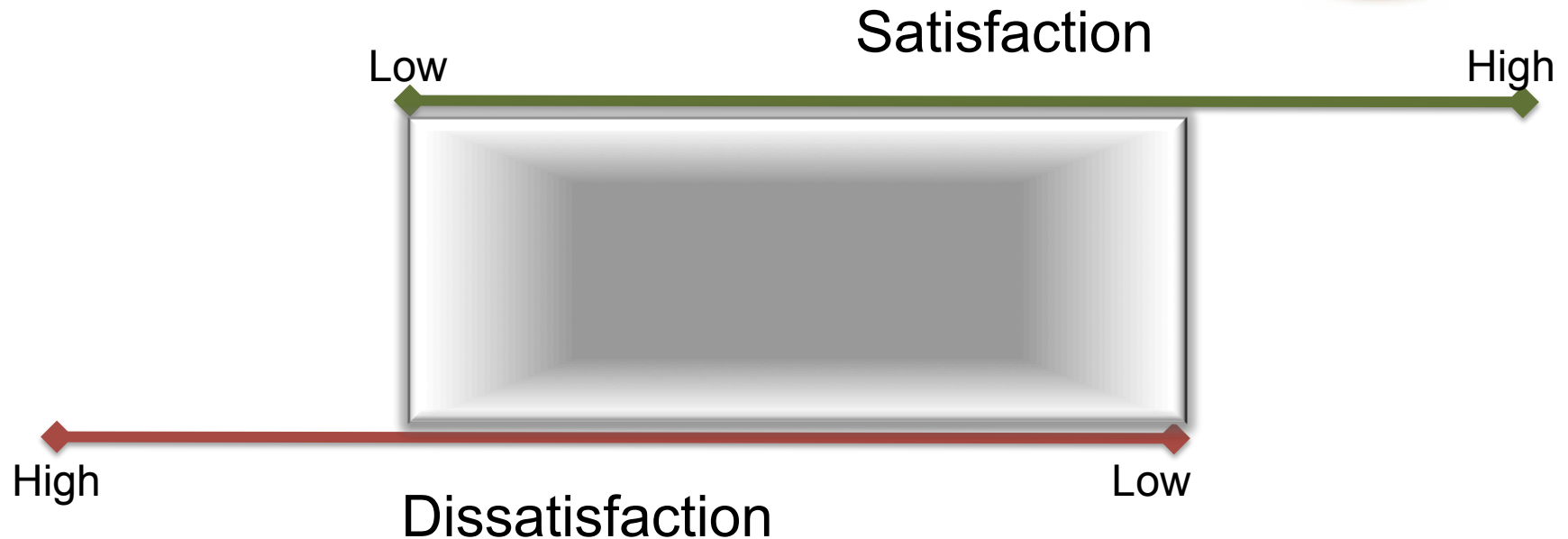
# No News is Good News



**It's more  
expensive to  
solve the  
problem later or  
twice**

# Why post move follow-up is critical

**83% of consumers are willing to refer after a positive experience—yet only 29% actually do**



**Dissatisfied consumer will tell between 9 and 15 people about their experience. About 13% of dissatisfied customers tell more than 20 people.**





# Competition ... 'it's dog eat dog world''



***Competere:***  
**to strive together,**  
**to get better**

# Thoughts....

- **Compete in the best sense**
  - **Best practice sharing**
- **Innovation**
  - **Cross Pollinate – other industries**
  - **What are the ‘un-thinkables’?**
- **Differentiate – What’s your 1-degree?**

# New business?

- Referrals
- Partnerships with realtors, builders, corporate re-locators
- Information sessions
- Social media - Tweets, Facebook
- Corporate community support
- Other?



**The Age of More**  
**Team selling**  
**Customer EXPERIENCE**

**Purpose**

**Values**

**Service**

**Accountability**

**Communication**

**Integrity**

**Innovation**

**Movers of people**



**HOW** we do business  
is as important as  
**WHAT** results we get.

# The Power of Words Youtube

<http://youtu.be/Hzgim5m7oU>



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[www.1-degree.ca](http://www.1-degree.ca)



# Sources

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*Peppers & Rogers Group, 2009 Customer Experience*

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