Participants

Michael Congdon
Artesian Dynamics, LLC and MBA Candidate Robins School of Business

Craig Croce
Capital One Auto Finance and MBA Candidate Robins School of Business

Shane Emmett, CEO
Health Warrior

Debbie Fisher
Associate Director MBA Program Robins School of Business

Connie Hom
Owner Buckingham Greenery, Inc.

Molly Manuse
McKesson Medical-Surgical and MBA Candidate Robins School of Business

Lauren Martin
Hospital & Healthcare Association and MBA Candidate Robins School of Business

Joel Mier
Lecturer in Marketing, Robins School of Business

Danny Robinson
Chief Client Officer The Martin Agency

Brock Saunders
Founding Partner Summit Action Fund

Alice Scott MBA ’09
Associate Broker Lang and Faster Real Estate

Morgan Tierney
Designer, BookheadEd Learning LLC and MBA Candidate Robins School of Business

Paul Trible
Co-founder and CEO Ledbury LLC

Key Knowledge Points Developed

• Even though all industries and businesses are different – t-shirts, healthy drinks, media, etc. – at the end of the day managing the customer relationship is the same. Sometimes, the high-arching mindset that everyone is connected is ignored, and one can tend to silo and alienate customers into incorrect buckets. How can the same customer service ideology apply to someone buying a dress shirt and someone furnishing their office with plants? The ideology is very much the same; it is the connection companies make that drives the relationship forward.

• The customer and the interaction in the servicing of that customer are more important than any other factor – technology, environmental, regulatory, etc. No matter which industry you are in, good service ensures longevity and success in the future.

• It does not matter how good you are at making a certain product, if you cannot excel at providing a meaningful connection with the customer, you are doomed to fail. Your reputation is your brand.

• In the future, the ability to deliver a mass experience that is unique to the individual will be key to building customer relationships. It will be interesting to see how customer relationships evolve over time and what steps a business – especially big business – will take to engage and garner loyalty.

• It is not about how good companies are at making a product; it is about treating the customer with respect and honesty that truly drives success.

• Making money is still the reason why business is around, and business on the surface is less concerned with improving living standards. This mindset will have to shift.

• It is not making money that improves lives; improving lives is the way to make money.

• Providing exceptional service can create customers for life; satisfied customers will become champions for your brand.

• The customer is not always the end-user, especially in B2B transactions. The customer is another business, and their experience is essential to growing your brand.

• Never forget: customers, clients, consumers – they are all humans first. The human experience is a good way to think about customer service.

• Human connection is an important component of customer service.

• To create a meaningful customer experience, companies must have a consensus about who their customers are.

• Most companies only get one shot to satisfy their customers. Sometimes, though, customers will trade off poor experiences if the larger companies – like Wal-Mart and Uber – have a unique value proposition of extreme convenience.

• Disruption is inevitable. In industries ripe to be shaken up by new technology or innovation, customer experience can help ease that transition and retain customers.

• Technology is an important facet of customer experience in 2019.

• Chinese and Japanese companies are at the forefront of leading technological advancements in communication.

• How will data be utilized to deliver a better experience going forward? With the digital age and the power of information being at an all-time high, we are currently in a power struggle. How are businesses going to use this information to engage the customer more efficiently and meaningfully?

• What steps will companies take to ensure situations like Facebook do not happen, and the customer feels that their privacy is being protected?

• The fear of information falling into the wrong hands and being abused and exploited cannot be taken lightly.