

Embracing the Customer Experience

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DEADTalks
The **Pre-need** Conversation

January 12-14, 2022
Bally's Las Vegas



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What does
“Customer
Experience”
mean to you?

When does the
“Customer
Experience”
begin?

Understanding the steps of YOUR Customer's Experience

1. Initial Engagement – Driving by your location, Google search, online reviews, advertising, referrals.

2. Initial Interaction – Calling in or stopping by your location.

**“The difference
between good and
excellent: details.”**



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86%

**of buyers will pay
more for a better
customer experience**

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84% of companies that work to improve their customer experience report an **increase in their revenue**

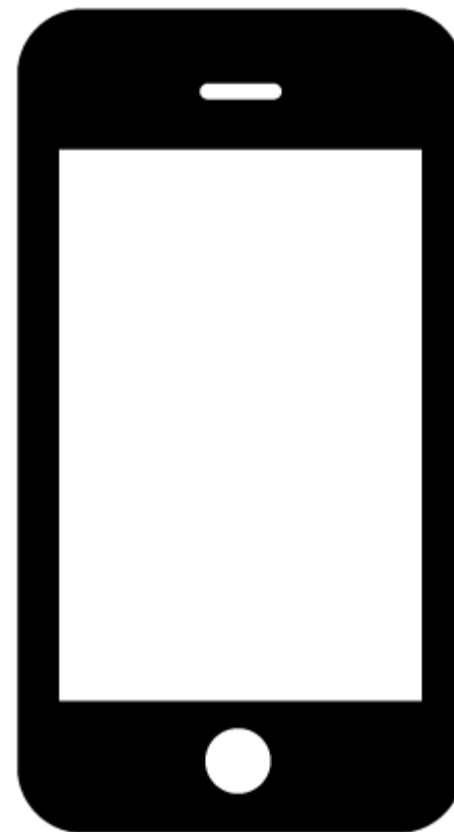


96% of customers say **customer service** is important in their choice of loyalty to a brand



American consumers **will pay 17% more** to purchase from a company with a reputation for great service

EVOLVING WITH THE TIMES



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Understanding the steps of YOUR Customer's Experience

3. Appointment and Setting Proper Expectations – Face to face meeting. You are the expert and educator. They determine if they want to do business with you.

4. Purchasing Decision – They've decided! They want to invest in your business and believe you can meet their needs.

“The first step in exceeding your customer’s expectations is to know those expectations.”

Roy Williams

Understanding the steps of YOUR Customer's Experience

5. Deliver the Promise – Making sure their expectations are met or exceeded. Product Delivery. Good Communication.

6. Follow Up – Continue the relationship and gain feedback. Are they pleased? What did you do well? What can you improve?

Personalization meeting expectations



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Focus on One Step at a Time

1. Initial Engagement	Driving by your location. Google search. Online reviews. Advertisement. Referrals. Word of mouth.
2. Initial Interaction	Calling in, emailing or stopping by your business.
3. Appointment and Setting Proper Expectations	Face to face meeting. You are the expert and educator. They determine if they want to do business with you.
4. Purchasing Decision	They've decided. They want to invest in your business and believe that you can meet their needs.
5. Deliver the Promise	Making sure their expectations are met or exceeded. Product delivery. Good communication. Follow through on what you promised.
6. Follow Up	Continue the relationship and gain feedback. Are they pleased? What did you do well? What can you improve?
7. Referrals and Reviews	Once you have a happy customer, leverage that for more happy customers. Enlist them for online reviews and referrals – bringing you back to step 1.

Thank you. Questions?

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