

It's All Up To Us

Customer Evangelism

What is a customer evangelist? _____

What characteristics does a Sweet Adelines evangelist have?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

From "creating customer evangelists", Ben McConnell and Jackie Huba

Six tenets of customer evangelism

- **Customer Plus-Delta:** _____
- **Napsterized knowledge:** _____
- **Build the buzz:** _____
- **Create community:** _____
- **Make bite-sized chunks:** _____
- **Create a cause:** _____

1. Customer Plus-Delta

Plus indicates an understanding of what works well.

Delta symbolizes what needs to be improved

The questions you ask when gathering feedback are important. The answers to these questions can lead to deeper insights and improved results.

- What do "customers" say they *love* about you?
- What do they say you should improve?
- What do they value most about your chorus?
- What do they say when they recommend you to others?
- Which "customers" recommend you the most?

Customers can be audience members, your fan base (family, friends, fellow barbershoppers), prospective, current or past members.

How do you gather feedback?

- From audience members?
- From your fan base?
- From prospective members?
- From past members?
- From current members?

McConnell and Huba cite TARP, a customer loyalty research firm that conducted research in the 1980s and 1990s, with these statistics.

Satisfied customers (substitute “chorus members”) tell an average of 5 to 8 people about their experience with a company or product; dissatisfied customers tell 10 to 16 people.

2. Napsterized knowledge – sharing knowledge freely

- Free voice lessons
- Real women, Real harmony, Real fun, or similar membership program (Divas Wanted)
- Chapter and SAI website - information and education
- Podcasts
- Regional workshops/international workshops/chapter workshops
- YWIH festivals
- Others?

Why is sharing knowledge important? _____

3. Build the buzz

What is buzz? _____

What has buzz? _____

How did the buzz happen? What sparks the phenomenon? _____

How can we build buzz for SAI? _____

4. Create community – help “customers” bond with you

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

5. Make Bite-size chunks

How can we break SAI into “bite-size chunks”?

1. _____
2. _____
3. _____
4. _____

6. Create a cause

1. _____
2. _____
3. _____
4. _____
5. _____

Creating a Positive Experience at Rehearsals

“The Starbucks Experience”, by Joseph Michelli

Five Principles for Turning Ordinary into Extraordinary:

- Make it your own
- Everything matters
- Surprise and delight
- Embrace resistance
- Leave your mark

1. Make It Your Own:

Five Ways of Being –

- Be welcoming
- Be genuine
- Be considerate
- Be knowledgeable
- Be involved

Consider the impact of each chorus member embracing these “ways of being”.

2. Everything matters: the key is paying attention to the details!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

3. Surprise and Delight – some questions to ponder:

- When was the last time you were pleasantly surprised at chorus rehearsal?
- What memories do you have of unexpected extras you encountered at chorus? Were they preplanned or spontaneous?
- What can you do to positively surprise someone at rehearsal?
- Whom can you partner with to deliver surprises?
- What naturally occurring opportunities are ripe for creating surprise experiences?
- What benefits can you expect from enhancing your ability to create positive, unexpected experiences?

4. Embrace resistance:

Don't mind criticism. If it untrue, disregard it; if unfair, keep from irritation; if it is ignorant, smile; if it is justified, it is not criticism – learn from it. (*Author unknown.*)

5. Leave your mark – because you can be the change you wish to see in the world!

Group Activity: Your task is to come up with ways to make the SAI experience better for everyone (members – current, past, prospective, audiences), and thus turn them into “customer evangelists”.

- a. Create a cause/Leave Your Mark
- b. Customer-Plus Delta/Embrace resistance
- c. Build the buzz/Surprise and Delight
- d. Napsterized knowledge/Bite-sized chunks/Everything matters
- e. Create community/Make it your own

Here are some ideas for enticing our members and fans into being “evangelists”:

- Provide each member with business cards or colorful brochures with your chorus (or quartet) name and contact information on them (plus a photo)
- Offer business cards or brochures to family and friends and ask them to promote the chorus too
- Get testimonials from members and post in a prominent place on your website
- Solicit testimonials from past audience members and post on the website
- Feature photos of chorus members or audience members on your website
- Give a “prize” to the member who hands out the largest number of business cards/brochures in a month (free month's dues; special ribbon; special brooch; featured article in chorus newsletter, etc.)
- To maintain the fun element at rehearsal, surprise the chorus with a special performance by a quartet from a neighboring chorus, or a quartet from your chorus singing a parody of a repertoire song
- Hand out free coupons for something (a PVI, coffee after rehearsal) to the section that is first off paper on a new song, or who qualifies a new song the quickest (People may not remember what the surprise was in a couple of months, but they will remember how it made them feel)
- Have each section plan something fun to do once a month with the rest of the chorus (short and sweet – 10 minutes max)
- Continue to solicit feedback on what is working – send follow-up letters to members who resign to find out what could have been done to make them stay. If their experience was a happy one, provide them with cards and ask them to pass them on
- Adopt a cause that your chorus can get involved in within the community. Do reciprocal advertising and provide links on each website

Bibliography:

Creating customer evangelists – How Loyal Customers Become a Volunteer Sales Force by Ben McConnell and Jackie Huba, Dearborn Trade Publishing ISBN 0-7931-5561-4
Website: www.CreatingCustomerEvangelists.com

The Starbucks Experience – 5 Principles for Turning Ordinary into Extraordinary by Joseph A. Michelli, The McGraw Hill Companies ISBN-10 0-07-147784-5

Suggested additional reading:

The Tipping Point – How Little Things Can Make a Big Difference by Malcolm Gladwell, Back Bay Books ISBN 0-316-34662-4

Gimme! The Human Nature of Successful Marketing by John Hallward, John Wiley & Sons Inc., ISBN 978-0-470-10029-5

Attracting Perfect Customers – The Power of Strategic Synchronicity by Stacey Hall & Jan Brogniez, Berrett-Koehler Publishers, Inc. ISBN 10 1-57675-124-4