



# EXPERIENCE MAKERS LIVE





# Customer Experience is the Future of the Economy

Peter Shankman

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# Who am I, and Why am I talking to You?

- OG (Began online in 1983)
- Entrepreneur (3x)
- Author (5x)
- Podcaster (2x)
- Dad (1x)
- ADHD (4,000,000x)



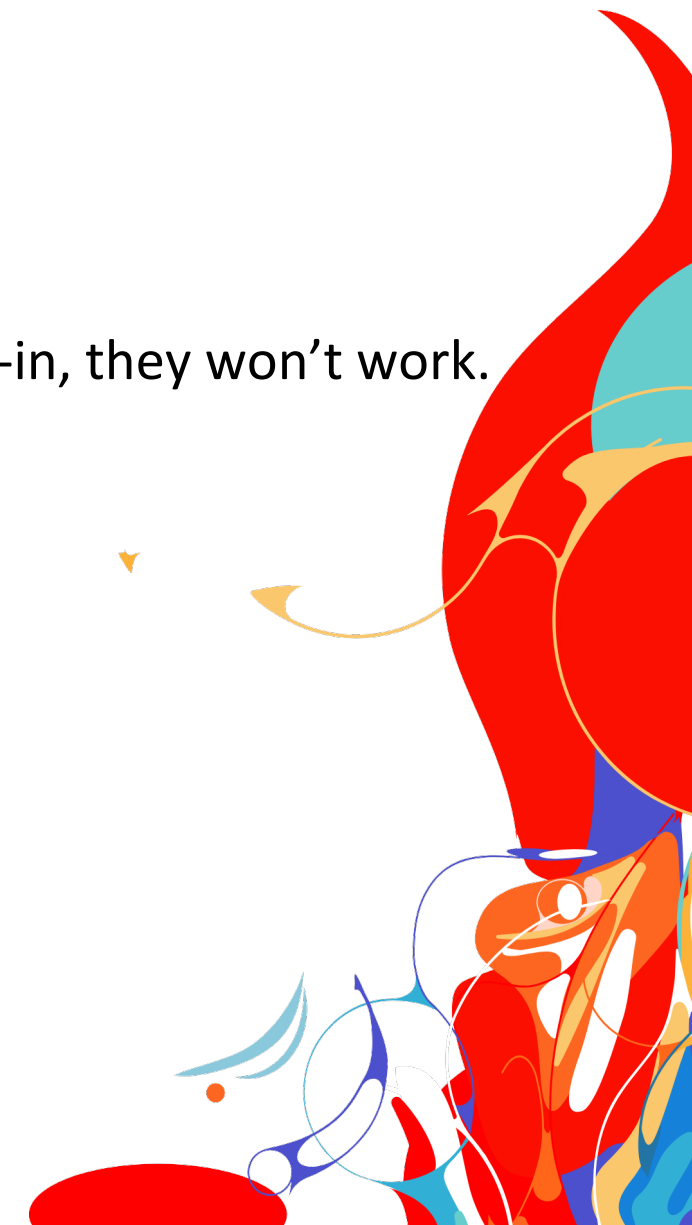
# Why Does This Stuff Matter?

- Every company is the same.
- Everyone offers “free shipping” or “double reward points.”
- What you do *outside* of selling determines your brand value



# There are Four Rules

- I learned these rules the hard way - through actual trial and error
- They work because so few companies do them
- They have to be implemented from top down. Without management buy-in, they won't work.
- They're simple - This isn't rocket science
  - (Rocket science isn't actually rocket science. It's math.)



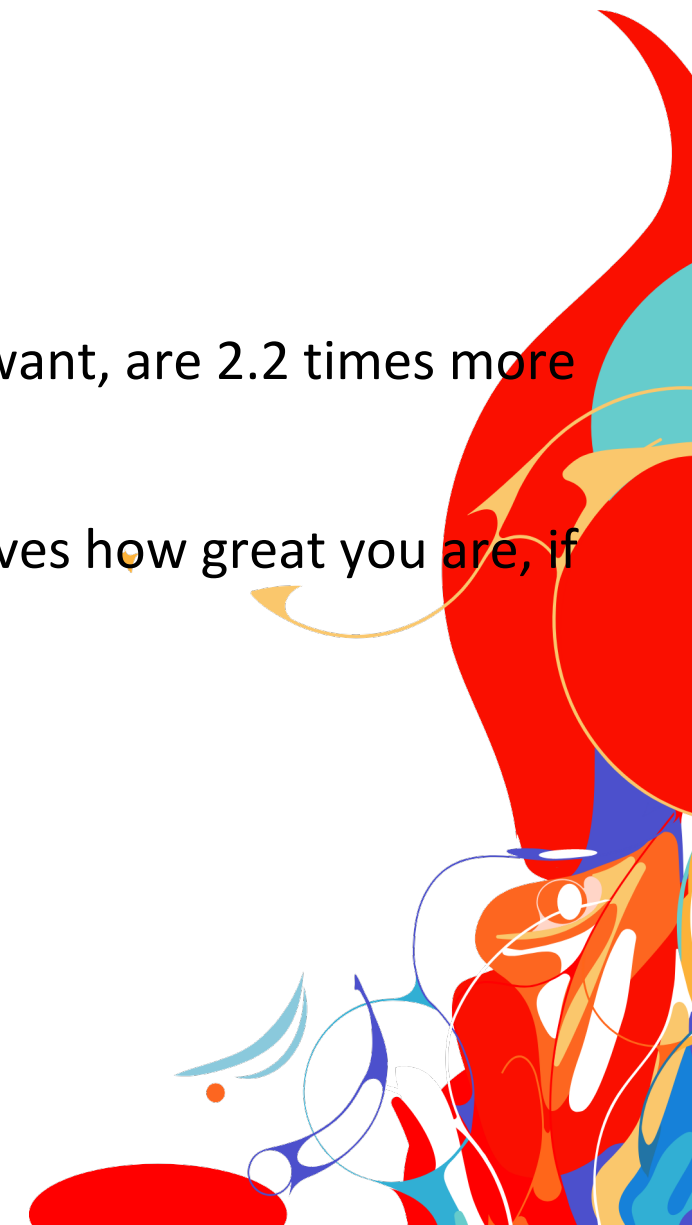
# Rule 1: Transparency

- Transparency is easy: When you screw up, own it.
  - Because you're gonna screw up.



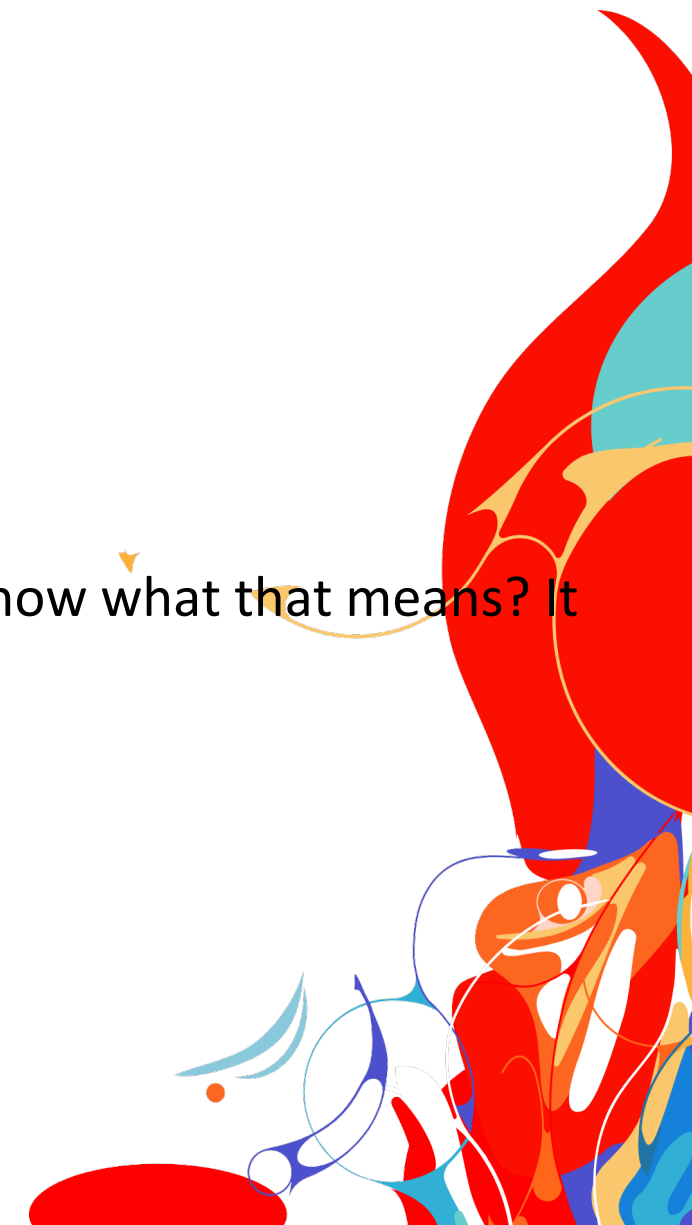
## Rule 2: Relevance

- Ask your audience how they like to get their information.
  - Then give it to them that way.
  - Customers who are asked, and then given information the way they want, are 2.2 times more likely to purchase *and* recommend you to others.
- The recommending part is important - Because, let's face it: No one believes how great you are, if you're the one who has to tell them.



## Rule 3: Brevity

- 1950s: 5 Minutes
  - 1980s: 3 Minutes
  - 2020s: 2.7 seconds.
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- You have roughly 2.7 seconds to reach your audience for the first time. Know what that means? It means you need to become better communicators.





## Rule 4: Top of Mind

- Your goal is to be remembered. Not simply recalled.
- Help over sales.
- Barry Diller
  
- Stop chasing the likes, and start doing more likable things.



# Me

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