Don’t Forget the Cheese! ©SM

Tuesday, Nov. 17 | 1:00 p.m.– 2:00 p.m. | Room N252/254 (#7)

PRESENTED BY:
Ron R. Jackson and John L. Enticknap
Aviation Business Strategies Group
• John Enticknap, President, ABSG
• 40 + Years aviation fueling and FBO management; Mercury, DynAir, CSX Becket Aviation
• Served as President of Mercury Air Centers
• Grew company from 4 locations to 21 operations
• Opened largest FBO in Middle East in Kuwait
• Ron Jackson, Co-Founder, ABSG
• President of The Jackson Group
  – Author, Writer, Speaker
  – Certified Journalist
• 30 + Years Aviation Marketing
  – Management positions with Cessna, Fairchild Aircraft & Bozell Advertising
  – Developed marketing strategies for Mercury Air Centers & manages marketing initiatives for FBO clients
• Ron and John write an industry blog called FBOConnection.com

• Facilitate NATA’s FBO Success Seminar

• Authors of New Book FBO Survival: 10 Tips to Keep Your Operation Lean, Mean & Profitable
  (Available on Amazon.com)
Don’t Forget the Cheese! ©SM

Moving from a Customer Transaction to a Client Transformation
Based on the Forthcoming Book

Don’t Forget the **Cheese!** ©SM

The Ultimate Customer Service Experience

By Ron R. Jackson
With John L. Enticknap
Don’t Forget the Cheese! ©SM

• Whether a flight crew, dispatcher or FBO operator, we all have customers.

• *Don’t Forget the Cheese!* is a fun reminder to add something extra to the customer service experience.

• With service consistency, customers show loyalty, become a fan, and are willing to make a recommendation.

• All you need is a little cheese.
Cheese is...

...A Condiment
Cheese is...

...An Ingredient
Cheese is...

...A Topping
Cheese is...

...Adding Something Extra... The Final Touch!
adding Cheese is...

...Going the extra mile...giving encouragement!
adding Cheese is...

...Choosing your own attitude...being a considerate listener!
adding Cheese is...

...Playing Team Ball...Holding up Your End!
adding Cheese is...

...Making someone’s day with a smile!

...say Cheeeeeeese...
adding Cheese is...

...ANYTHING you do to make ordinary customer service EXTRAORDINARY!!!!!!

Just keep adding some cheese!
Don’t Forget the Cheese! Program Goal:

Build Long-term Profitable Customer Relationships by Turning a **Transaction** Into a **Transformation**
Defining a Customer Transaction?

✓ Exchange something for something else.

✓ You have what I need. I pay you. We go our separate ways.

✓ It’s usually a casual, short-term relationship.
Defining a Customer **Transformation**?

- A profound connection is made between the customer and company.
- Both parties become transformed and a bond is formed.
- Based on trust and repeated behavior.
- It’s symbiotic in nature. Mutually beneficial to both parties.
- Both long-term and rewarding.
Creating a Transformation

A transaction becomes a transformation when a profound connection is made with your brand, usually through a frontline employee.

We call it:

“A Cheese Moment!” ©
Everyday there are numerous ‘Cheese Moments’

Many appear ordinary, others may cause disputes:

• Wrong Catering
• Misplaced Bag
• Bumpy Flight
• Lost Customer Profile
• Incorrect Service Request
• Late Pulling Aircraft

“A Cheese Moment” is our opportunity to shine!
Living in “The Cheese Moment”

By adding some cheese to a transaction, the person who makes the profound connection creates the customer bond and transforms the relationship.

They may have solved a problem or a dispute and are now viewed as a source for a solution.

- Thoughtful Flight Crew Member
- Responsive Dispatcher
- Creative CSR
- Savvy Line Service Tech

Adding cheese can be as simple as listening with empathy. Most disgruntled customers don’t want something for free. They simply want to make a point.
FACTOIDS

• Only 1 in 25 dissatisfied customers will actually tell you there is a problem.

• 82-95% of your customers will return if complaints are handled in a timely and thoughtful way. They become loyal.

• Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.
Living in the “Cheese Moment”

The 5 steps to solving a dispute:

• Listen with empathy
• Apologize
• Problem solve
• Solve it
• Follow up

“I can see why you feel this way Mr. Adams. I’m sorry for the inconvenience. This is certainly not what you expected. Let’s see how we can resolve this issue.”
Creating the *Don’t Forget the Cheese!* Culture

Internal Culture Dictates Results

1. **Lead by Example**
   - *Sprinkle* some cheese! Set the tone and demeanor.

2. **Empower Employees (At time of transaction)**
   - *Give* some cheese. Enable employees to take fix ownership of problems as they occur.

3. **Treat Employees as Stakeholders**
   - *Spread* some cheese! Give employees a voice and listen.

4. **Develop a “We” Team Attitude**
   - *Add* some ‘aged’ cheese. Challenge employees to act interdependently.
Interdependent Teamwork

• Fly in a “V” Formation: Teamwork Means Less “Work”
  • Honk at each other, offering up encouragement
  • When one gets sick and drops out, two follow to take care of the injured/sick bird
If you want to soar with the Eagles....

...you have to fly like a goose.

What can we learn from a flight of Geese?

• They’re in it for the “WE”...There is no “i” in “team.”
• Working together accomplishes more.
• Work is actually easier and you have more fun.
• Help each other. Be a brother/sister.
• “Honk”! Give each other encouragement.

“That’s the best marshaling job I’ve ever seen!”
Summary

Don’t Forget the Cheese!

- Set a goal of building **long-term profitable** customer relationships.
- Think customer **transformation**, not transaction.
- Recognize a ‘Cheese Moment’ and **make a profound connection**.
- Add some cheese by **solving a problem/creating a solution**.
- **Lead** by example.
- **Empower** employees.
- Treat employees as **stakeholders**.
- Develop a “**We” team attitude**
What’s Your Cheese?

What do you have planned EXTRA for your customer today?