**Customer WOW**

**Worksheet**

**Company Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Brand:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Product / Service**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **“Must Haves”** |  | **Service Recovery** |
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| **Customer Experience** | **Current State** | **Future Plan** |
| Must Haves: Basic Needs  Must be Done Right  (Deliver Must Haves) |  |  |
| Satisfiers: More Is Better  Increases Customer Sat  (Maximize Satisfiers) |  |  |
| Delighters: Emotional Connection or Unexpected Surprise  (Create Delight) |  |  |