

Customer Experience From Talk to Action

Welcome!

**Take a seat and meet your neighbors
(You'll be working together, you
should say hello now.)**

**Tell me about checking into
this hotel -**





I am a positive, creative person and promise never to say “we already tried that” or “that will never work here”



Senses are a major
memory creator

Your Task

- Groups of 2-3
- One great idea
- Create a positive
memory for guests
- Start small and build
(or go big from the
start)

No idea is too bizarre

5 minutes





It's not magic

- Make the research come alive (real people, real stories)
- Specific task
- Permission for big thinking
- Constraints: time
- Positive framing (I am a creative person)

- Thinking differently
- Right-sized cross-functional teams
- Push

We have our ideas...now what?

Select
Perfect
Effect

Select

Impact	High impact Low effort Embrace	High impact High effort Explore
	Low impact Low effort Review	Low impact High effort Ignore
		Effort

Criteria						
	ROI	Ease	Impact	Personas	Effort	...
Idea 1	●	◐	◐	●	○	
Idea 2	○	◐	●	○	●	
Idea 3	○	●	○	◐	●	

Perfect

What are you really proposing?

What are the must haves?

Details: timing, resources, KPIs



Effect

Get leadership buy-in with ROI

Retention

Loyalty

Share of wallet

Word of mouth

Productivity

Lower turnover

“If we can increase just x%...”

