

# MAGELLAN JETS

ELEVATE EXPECTATIONS



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Focus on the Relationship  
Not the Transaction

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When budget is not a  
decision-making driver, how  
do we win customers and  
keep them loyal?

Understanding the 6  
basic human needs and  
applying them to your  
customer experience  
and engagement.

Growth through  
Retention.



Certainty	Assurance you can avoid pain and gain pleasure, safety, security
Uncertainty / Variety	The need for the unknown, change, new stimuli, adventure
Significance	Feeling unique, of value, important, special or needed, independence
Connection / Love	A strong feeling of closeness or union with someone or something
Growth	An expansion of capacity, capability, or understanding
Contribution	A sense of service and focus on helping, giving to and supporting others

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# Risk-Averse Decision-Making



What fears do our customers face by making the wrong decision?



What type of peace  
of mind do our  
services deliver?



Does your  
messaging, service  
offering, and  
delivery address  
these fears?

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People will take more risks  
to avoid a loss than to realize  
a gain!

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Profitability through  
Retention....  
Numbers never lie.

**Customer Lifetime Value** is the net profit contribution of the customer to the firm over time.



A 5% increase in customer retention can increase a company's profitability by 75 percent.

– Bain & Co



**Customer Lifetime Value** is the net profit contribution of the customer to the firm over time.



Why?

Because the average repeat customer spends 67% more in 31-36 months with a business than 0-6 months.

**Customer Lifetime Value** is the net profit contribution of the customer to the firm over time.



“89% of customers begin business with a competitor following a poor customer experience.”  
– Oracle

**Customer Lifetime Value** is the net profit contribution of the customer to the firm over time.



“It takes 12 positive experiences to make up for one negative experience.”  
– Parature

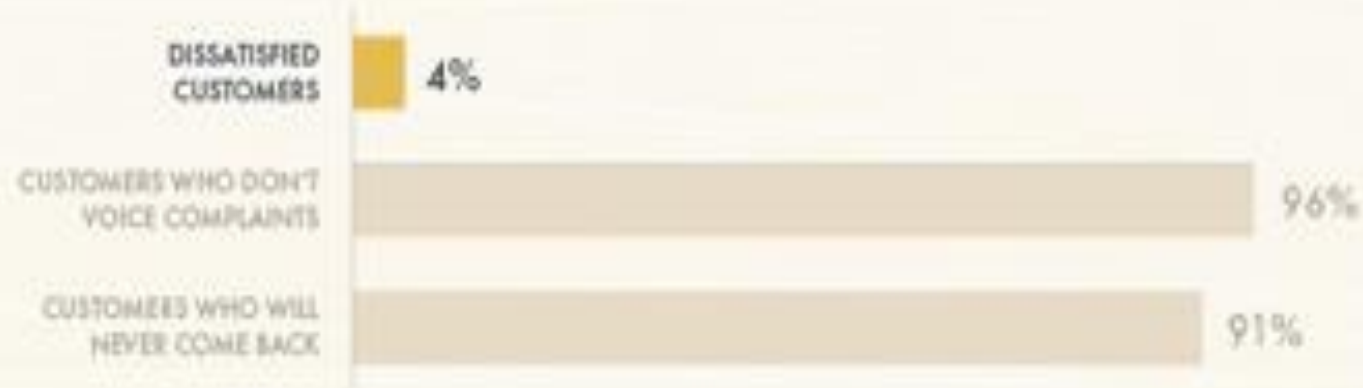
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From Issues to  
Opportunities  
“Knowledge Speaks,  
Wisdom Listens

DID YOU KNOW?

A typical business hears from 4% of it's dissatisfied customers.

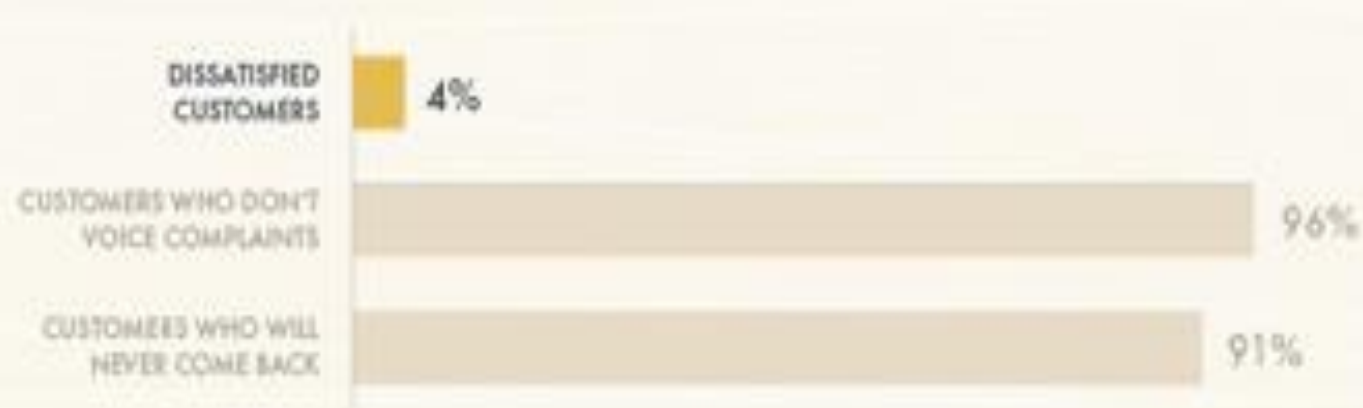


Source: "Understanding Customers" by Ruby Newell-Legner

When service expectations are not met, proactively invite/encourage feedback.

DID YOU KNOW?

A typical business hears from 4% of it's dissatisfied customers.

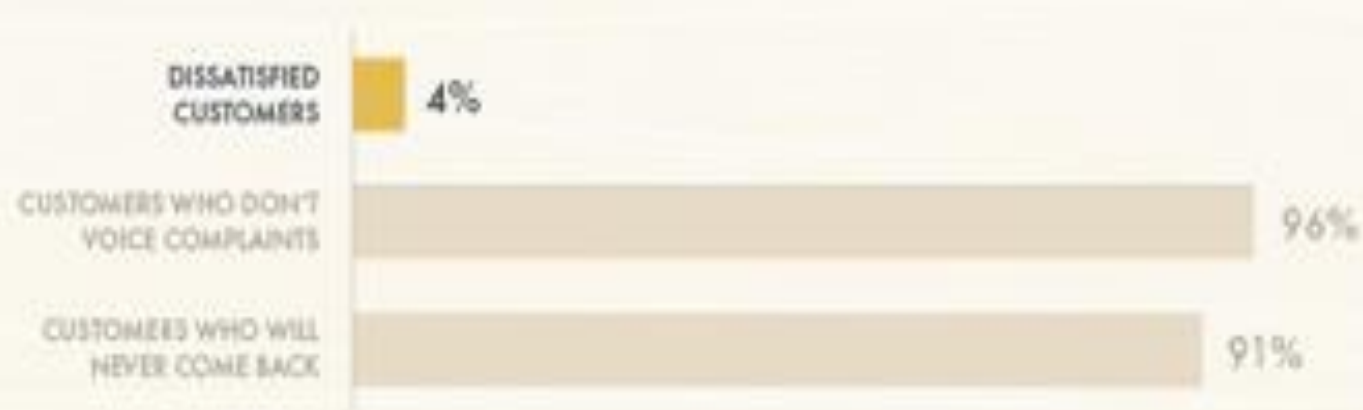


Source: "Understanding Customers" by Ruby Newell-Legner

It's not what you say, but how you say it – less is more.

DID YOU KNOW?

A typical business hears from 4% of it's dissatisfied customers.

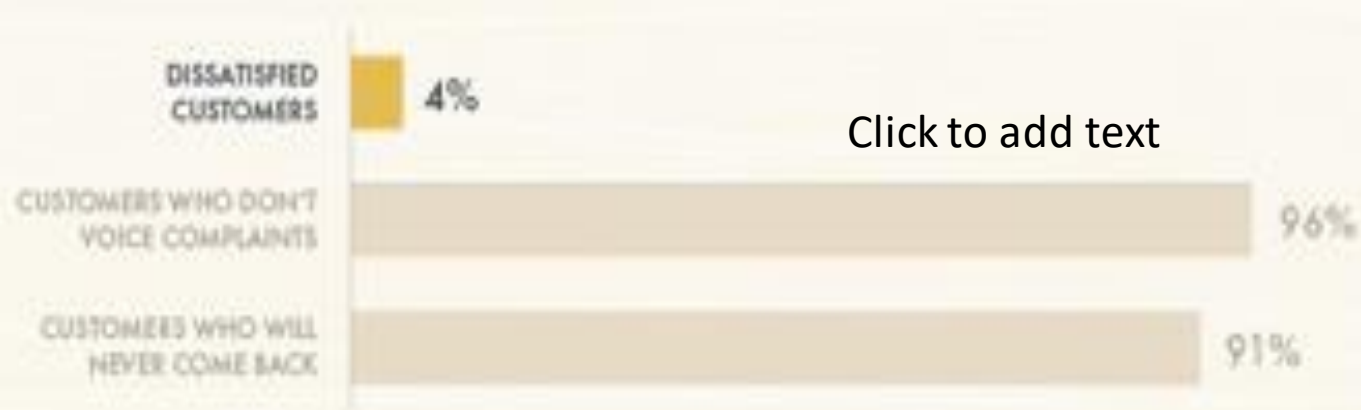


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Incorporate  
Empathy  
and Solve.

DID YOU KNOW?

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Solution vs.  
Excuses.



U.S. consumers prefer to resolve their customer service issues using :

- Telephone (90%)
- Face to face (75%)
- Company website or email (67%)
- Online chat (47%)
- Text message (22%)
- Social networking site (22%)

I've learned that people  
will forget what you  
said, people will forget  
what you did, but  
people will never forget  
how you made them  
feel.

Maya Angelou



- Most human's decisions are made for emotional reasons vs. logic.
- We identify the most emotional areas of our customers lives, and document them.
- Luxury consumers **MUST** feel Significance and Connection.

# If it's not Personal, Don't waste the time or expense

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- Sending a bottle of champagne
- Cheese and wine baskets during holiday
- Standardized birthday cards with your logo or product on it

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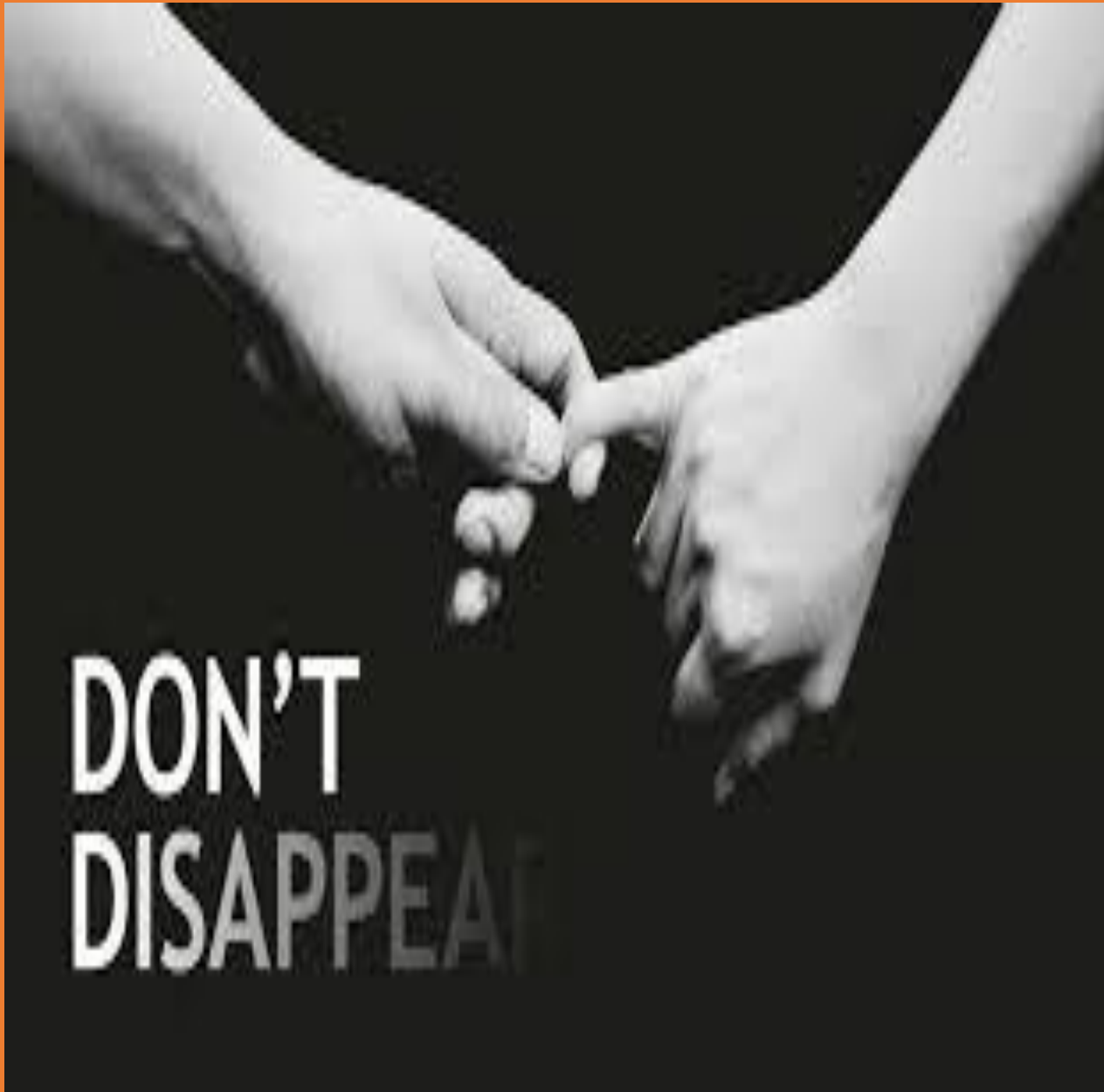
Post – Sale Engagement



**DON'T  
DISAPPEAR**

The upfront investment in time and money is spent; at all costs do not lose it.





Continuous  
engagement and  
communication is  
key

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**DON'T  
DISAPPEAR**

Ensure your customers don't feel used or experience buyer's remorse.



**TREAT YOUR  
COLLEAGUES  
LIKE YOUR  
MOST  
IMPORTANT  
CUSTOMER.**



**#INNOVATIVESERVICE**

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Thank you