

WELCOME

10 Star Experience

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What's the Plan

- What You Do And Why Customers Should Care
- What's a Customer Journey?
- The Clock Model
- 7 Star Design Principles from Air BnB
- Chewy & The Power of Support

- Tools to Get You Started



The Big Idea

We don't need more customers. We need fans.

Would your customers miss you when you're gone?

What's The Problem?

- **Every Business Exists to Solve a Problem**
- **Every Purchase You Make Solves a Problem**



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What's Your Problem?

- Is the problem big or small?
- Is Your Solution Clear
- What makes your solution better?



People Don't Buy Products

They Buy Outcomes

- Don't want a website - want online customers
- Don't want a logo - want credibility
- Don't want coaching - want clarity and progress

What Do Customers Pay You For?

We take [who] from [current state] to [desired state].

We take side-hustlers from idea chaos to a launched, real business.

We help [who] [what you do] so they can [why it matters].

We help small business owners organize their space so they can feel in control again.

We help [who] stop [frustration] and start [result].

We help founders stop overthinking and start launching.

Your Turn:

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What Does Better Mean?



Customers You LOVE

Your Audience Is Not Everyone

Can You NAME Your BEST Customer? What Do You Know About Them?

1,000 Customers who sort of like you < 100 Customers who LOVE you

The Clock Model

Post-Purchase



Consideration

Purchase

Consideration

Where Everyone Fights

Advertising

Social

SEO, PPC



Ad Fatigue

Pay for Streaming to Skip Ads
Podcasts vs. Radio
Browser Ad Blockers



Purchase

The Checkout Gauntlet

Long Lines
Understaffed
Your call is important to us
We're experiencing higher than
normal call volumes



Purchase

The Checkout Gauntlet

Do you have rewards?
Would you like one?
Want to sign up for a credit card?
Donate a dollar?
Can I get your zip code?
Paper or plastic?
Paper or Digital Receipt?



Purchase

The Checkout Gauntlet

You didn't buy anything.
You survived something.

Taxis vs. Uber



Uber

Dealership Vs. Tesla



Post-Purchase Honeymoon vs. Hell

Follow on Support
Move the Customer Down The Funnel
Get Them Ready for The Service
Remind Them You Care



Post-Purchase



Consideration

- Where Are You Investing?
- Where Can You Create Delight?
- Where is the White Space?



Air BnB and 7-Star Design

- Flew from San Francisco to New York to meet hosts in person
- Borrowed a camera and showed up as the photographer when photos were bad
- Carried a bank ledger to hand-write checks on the spot
- Bottom: Not scalable. Completely human.



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Air BnB and 7-Star Design



What is 5-Stars, Really?

The 5-Star Check In

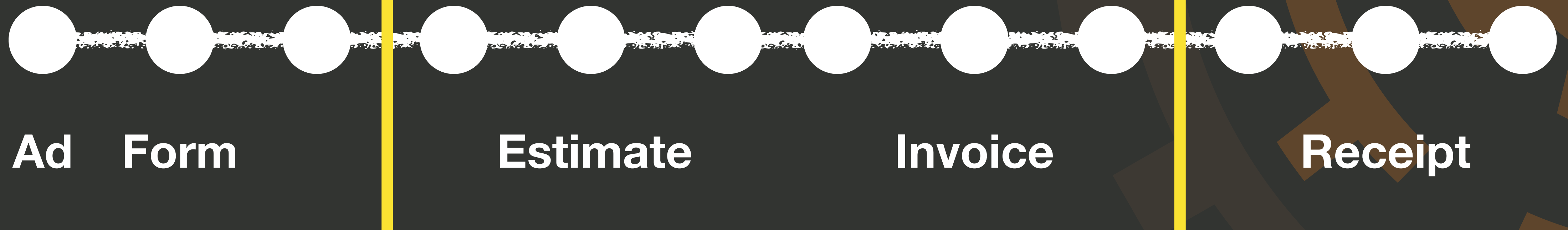


The 7-Star Check In



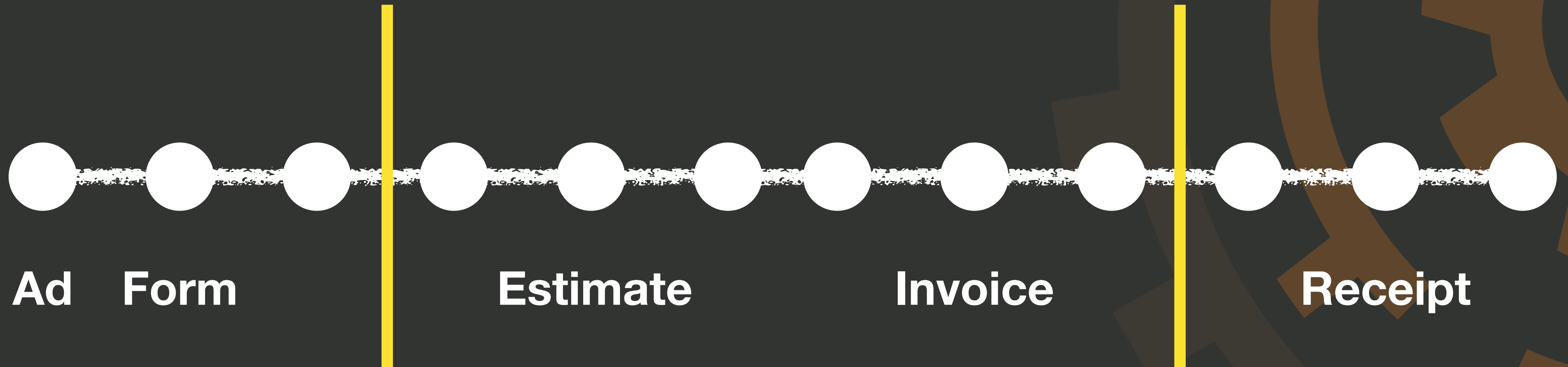
Understand the Journey

From Awareness to Receipt



Understand the Journey

Self Audit - How Do You Stack Up?



What Does YOUR 7-Star Look Like?

Understand where you can win
Consideration, Purchase, Post Purchase

Understand Your Touchpoints & Journey
Where and How Can You Create Unexpected Delight?

Understand How Your Best Customers Experience 'Better'
And How Can They Make It Easy To Share?

What Does YOUR 7-Star Look Like?

What does 3-Star Look Like Right Now?

Consideration, Purchase, Post Purchase

What does 5-Star Look Like (no budget limit)

What does 7-Star Look Like (no budget limit)

Or 8-star, 9-star, 10-star?

chevy

What Does YOUR 7-Star Look Like?

- Hand-painted portraits of pets — commissioned and mailed
- Sympathy cards signed by multiple employees when a pet profile was quietly removed
- Customers became media

The Chewy logo is displayed in white, lowercase, rounded letters on a blue rectangular background. The background of the slide features a pattern of brown gears.

Not All Customers Are Equal

- What data do you have? How can you get it?
- How can you empower employees to create delight, and give them discretion
- Give first, don't virtue signal

The Chevy logo is displayed in white, lowercase, rounded letters on a blue rectangular background. The background of the slide features a large, faint, brown gear pattern.

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Start Now

Where do you over-invest? (Be honest)

Where is your biggest gap?

What does that stage feel like to your customer?

Does it matter to them or not?

What is your unfair advantage?

Small Bets with Large Payoffs

- Rewrite your confirmation email so it sounds human
- Call 3 clients after their first purchase just to check in
- Send a handwritten note to your top 5 customers
- Take the Sting out of Invoicing
- Add one sentence to your voicemail that makes someone smile

TL/DR

- Every customer interaction lives in one of three stages. You can choose to be exceptional in any one.
- Advertising is hard. The best marketing is an experience worth talking about.
- Design the extreme version first. Then work backward to what's consistent and yours.
- Support is where most businesses go quiet — and where the most trust gets built.
- Small and human almost always beats big and expensive.

Questions?

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Slides/Worksheets

<https://rustbeltstartup.com/10-star-experience-tools/>

