

A Fork In The Road

by Johnny Cupcakes

Everybody eats, but they don't have to eat with you. Think about how many factors go into making a decision as to where to eat: familiarity, location, parking, quality, recommendations, and reviews. What sits on top of the list is that customers want a one of a kind experience. This is why it's important to surprise and delight customers.

Any business should have a goal of giving their customers so much glee that they want to share their experience with their family, friends, and on social media. They need a reason to take photos, to leave reviews, to come back with their crew.

I traveled out to San Antonio, Texas, to speak about customer experience management at the Restaurant Executive Summit, where CEOs, franchisers, and restaurant industry heavyweights come together to remix their thought processes.

Advice that I pass along to creatives and business folk is to pay attention to the little details. If you play your cards right, they could yield great results. Using creative thinking in your workforce to come up with ways to stand out from other people in your industry is key. It can't just be the name or the mission statement – you should have a dozen fresh ideas that make you, you! Ask yourself and your team, "Why would a complete stranger stop in their tracks to want to support what I do?" From there, you can start building your creative selling points while crafting your company's DNA.

Keep Creating,

–Johnny Cupcakes
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