

**It's Not Just About The Food:
How To Ensure You're Providing the
Experience Your Guests Really Want**


Neil Tarallo
Sr. Lecturer, Entrepreneurship

 Cornell College of Business
School of Hotel Administration

Entrepreneurs are problem solvers

**They solve problems in a market and in doing so,
create businesses**

**It is important that we understand who is feeling
the pain that this problem creates**


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**You have probably assessed the scope of the
opportunity**

Checked out the competition

And have come up with a concept for your restaurant

You may even have been in business for a while...



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But there is something missing...

The **value** that your organization provides the customer

Do you know what value you provide?

Hint 1: It's not about your food...

Hint 2: Only your customer knows the answer



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Products/Services do not create markets



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Products/Services do not create markets

Solving problems and creating value
does create new markets



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Products/Services do not create markets

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does create new markets**



**You must build a sustainable organization to help
solve real-world problems and provide value to
constituents (customers) over time.**



It's not about your product

It's not about your cool technology

It's not about how great your food tastes

It's not even about how great your service is



It's about how you capture and create *value* for your *customers*

In our business value creation is a function of the customer experience




That's our topic of discussion today:

How to **create value** through the **customer experience**



Break For Questions

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Understanding and Discovering Customers

Innovation:

- 1. Incremental**
- 2. Disruptive**



Understanding and Discovering Customers

Innovation:

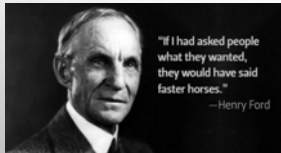
- 1. Incremental – Asking questions and making improvements.
 - a. Easily copied, temporary advantage
- 2. Disruptive – Understanding customers and creating new opportunities by discovering the unknown
 - a. Difficult to copy, long-term advantage

It's about the things I don't know



Understanding and Discovering Customers

It's about the things we don't know



Understanding and Discovering Customers

How do we figure out what we don't know?

In the context of your business look and listen for things that people struggle with

Also, look and listen for those things that delight them

We call these *Customer Pains & Customer Gains*



Understanding and Discovering Customers

The Process:

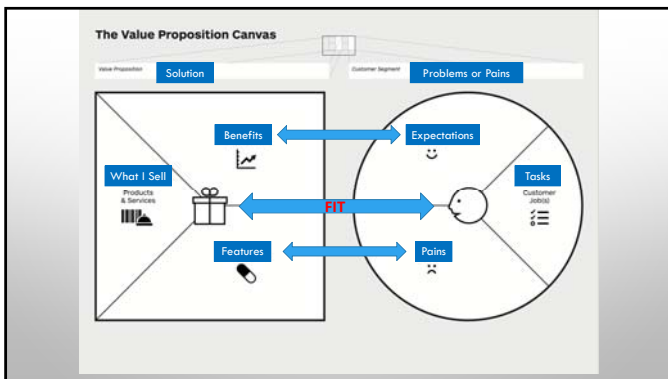
- 1. Observation
- 2. Story Telling
- 3. Interviews
- 4. Surveys

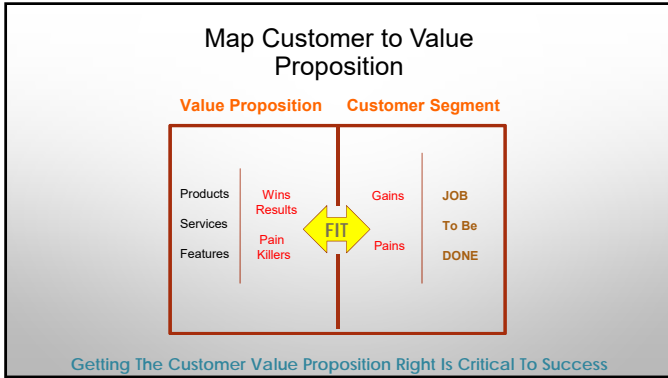


Understanding and Discovering Customers

**Hypothesize, Validate, & Fail
Learn
Try Again or Execute
(Rinse, Lather, Repeat)**









Examples of Customer Pain


- What does your customer find too costly?**
(e.g., too much time, too much money, requires substantial effort, ...)
- What makes your customer feel bad?**
(e.g., frustrations, annoyances, ...)
- How are current solutions underperforming for your customer?**
(e.g., lack of features, performance, malfunctioning, accuracy...)
- What negative social consequences does your customer encounter or fear?**
(e.g., loss of face, trust, power, status ...)
- What's keeping your customer awake at night?**
(e.g., big issues, concerns, worries ...)
- What common mistakes does your customer make?**
(e.g., usage mistakes, inappropriate priorities ...)
- What barriers are keeping your customers from adopting solutions?**
(e.g., upfront investment, learning curve, resistance to change ...)






Examples of Customer Gains

- Which savings would make your customer happy?**
(e.g., time, money, effort, risk ...)
- What outcomes does the customer expect and what would go beyond expectations?**
(e.g., quality level, more or less or something ...)
- How do current solutions delight your customer?**
(e.g., specific features, performance, quality ...)
- How would you make your customer's job or life easier?**
(e.g., flatter learning curve, more services, lower cost of ownership)
- What positive social consequences does your customer desire?**
(e.g., makes them look good, increase in power or status ...)
- What are customers looking for?**
(e.g., good design, guarantees, specific or more features ...)
- What do customers dream about?**
(e.g., big achievements, big reliefs ...)
- How does your customer measure success or failure?**
(e.g., performance, cost ...)
- What would increase the likelihood of adopting a solution?**






Customer Experience as a Value Proposition



Customer Experience as a Value Proposition


Experience isn't tied to or limited by geography, demographics, or economic forces.

That's why it can be such a powerful competitive advantage



Customer Experience as a Value Proposition

Customers always have an experience of some type. The question is, how random or managed is the experience that you are providing?



Customer Experience as a Value Proposition

It's more than just the individual product and service attributes


It's about creating a cohesive total experience within which products and services are key components



Customer Experience as a Value Proposition

Attributes like quality of food, farm to table, homemade, great service are commodities and are no longer differentiators as stand alone features


It is the careful orchestration of *all* features that creates the distinctive value of the customer experience



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Customer Experience as a Value Proposition

"The tangible attributes of a product or service have far less influence on consumer preference than the subconscious sensory and emotional elements derived from the total experience"

Lewis Carbone

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Customer Experience as a Value Proposition

Customer loyalty is more a result of how customers feel about the overall experience they receive from you than what they rationally think about your individual products and services.



Creating the Customer Experience

Three Ways to Create a Customer Experience:

1. **Functional**
2. **Humanistic**
3. **Mechanical**



Creating the Customer Experience

Three Ways to Create a Customer Experience:

1. **Functional – Think quality of food and service**
2. **Humanistic – Think stimuli produced by people**
3. **Mechanical – Think sights, smells, sounds**



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Questions?
