



Every business offers its
customers an experience.
How's yours?

MikeWittenstein 
Your Authority on Customer Experience

It's 2011 and practically everyone knows that a better customer experience makes customers happier, profits higher, and brands more distinctive. Customer experience design has become an important focus in sales, guest check-in, call centers, retailing, patient admissions, theatre design, mobile services, web sites, ticketing, teller services, and even employee on-boarding.

The evidence that customer experience design works is everywhere. The companies with better experiences are earning better returns and outpacing their competitors.

Why are some companies still leaving their customer experiences to chance? They blindly assume they're doing everything right, while their customers drift aimlessly away to other brands offering a better experience and deeper relationship.

Maybe they don't think they can do it. Maybe they blame the economy. What I do know is that the time is ripe for retailers, healthcare and hospitality organizations, entertainment companies, and professional service firms to use customer experience design to create a business advantage. Many customers, patients, and guests still seek the best fit. If your company offers the best experience—the one that does best what customers want most—you will capture valuable market share now, when it's the least expensive. You will build your reputation and your brand will be in the hearts and on the minds of more customers.

As experience designers skilled in all aspects of this discipline, we can move your company from simply talking about customer experience to making it an important part of your strategy and operations. This will give you a competitive advantage. As Your Authority on Customer Experience, we can help you make progress wherever your starting point.

- Assess opportunities
- Win internal support
- Establish goals and governance
- Pick, lead, and coach vendors and teams
- Support change management and communications
- Create an innovation capability
- Prototype designs
- Integrate technology and operations
- Design for implementation
- Evaluate success
- Win adoption throughout the organization

Whether you're a CEO looking for help orchestrating powerful experiences that earn steadfast customer loyalty, increase revenue, and create sustainable competitive advantage, or a Meeting & Events Planner looking for a speaker to open eyes and inspire audiences, you've come to the right place.



Mike Wittenstein, Your Authority on Customer Experience

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“ Never let your business processes dictate your customer experience. ”

Your Experience Designer is the person you trust to clearly envision, blueprint, and prototype the experience by which your brand will become known. Good Experience Designers tie the business to the brand in a way customers find meaningful and memorable. Great ones achieve the same effect—at a lower cost.

To get a better customer experience and better business results requires knowing your business first-hand from both sides of the front line. Your Experience Designers will go undercover as shoppers, guests, or patients to witness the current experience your business offers. To understand the Employee experience, we will go to work for you to see the business from the inside. At the report session, you get a front-row seat at your experience and, through vivid storytelling (and pictures), you get an objective, untainted view of how your experience is perceived, what needs attention, and what kind of support your employees need to improve their game. It's just the kind of information you need, blended with the quantitative measures you already have, to make the best decisions—and get the best results.



If these shoes could talk.

Undercover Shopper – gets you an invisible front row seat to your business. Your Experience Designer lets you step into your customer’s shoes so you can see how your business processes—and your people—treat your customers. You get concise, on-brand, actionable feedback along with recommendations and an action plan. You will discover small changes in the way the business works that can unlock your employees’ time, energy, and passion while providing a better experience—and better returns—at the same time.

Experience Pilot – offers a practical, focused, pilot-sized experience installed in your business. We establish a clear understanding of customers’ desired outcomes, encourage sponsor buy-in, and then prove to your organization that customer experience will work as a strategy and as an implementation tool. You get clarity about Customer Experience through a compelling story and an easy-to-understand visual roadmap everyone can follow. You and your team then roll-up-your-sleeves, and your Experience Designer provides hands-on support throughout design, build, and implementation to make sure you get the most done in the least time at the appropriate investment level.

Second Opinion – gives you, the business unit or brand leader, the opportunity to have an objective (and creative) expert check your team’s customer experience ideas, plans, and assumptions before launch. You get honest, truthful feedback. Your Experience Designer calls it like he sees it, doesn’t hold back, and shares everything he can to help you bullet-proof your experience design ideas before committing the funds to build them.

“ Finding a way for your business to comfortably and profitably deliver what your customers want most is what I do best. ”

Your Consultant is the individual whom you hold accountable for a positive outcome when working with a first-of-a-kind project. Good Consultants know what to do. Great ones guide others to become self-sufficient and consultant-free.

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Ideally, your Consultants know more than just Customer Experience. They know how to make it work—with people, through roadblocks, by design, with learning-focused delegation, and amidst uncertainty. They can help your brand achieve the results it needs through collaboration, consensus, or design. They incorporate the latest technologies, techniques, and tools into your customer experiences. They can install ‘adaptive business capabilities’ into operations so that the business can handle more change with less effort (and resistance). Your Consultants demonstrate, through their own behavior, the right way to deliver the right experience. Most importantly, your Consultants know from their own experiences that with alignment comes faster adoption—and that comes from letting others discover truths, take credit, and make decisions. Because your Consultants enjoy practicing their craft, others do too.



Now I can see.

Consider us to facilitate one of these programs – or one of your own.

The Storymining® Process – is a toolkit for brand clarity that connects the brand to the business. It can be used to set clear direction, establish accountability across departments, provide a brand framework for experience design work, set expectations, and create/maintain sustainable competitive advantage. Storymining delivers a playbook for achieving profitable harmony between the promises a brand makes and how it delivers on them.

The Innovation AcceleratorSM – envisions and designs the supporting capabilities your business needs to deliver new and better experiences. It is especially useful if entrenched processes are holding ideas back. The Innovation Accelerator works by letting positive and negative conversations run in parallel without opposition before combining them into a winning design solution.

“ Focus on the idea. Then, make it real.”

Today, the phrase ‘employment at will’ can mean ‘only if your employees are willing’. If you’re leading where your team isn’t willing to follow, you may feel that your only options are to get a new team—or a new direction. Your Facilitator is the one you ask for help to get everyone on the same page—and keep them there. In our opinion, facilitation is more about creating knowledge everyone can use than it is about cajoling people toward a pre-determined outcome. Good facilitators can see where things are headed early. Great ones are patient enough to let others discover that for themselves. After all, it’s personal discovery and experience that allows people to convert new ideas into beliefs.

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Your Facilitator can help your Customer Experience initiative progress, turn complex thoughts into simple ideas, get the best out of different kinds of thinkers, and move from ‘what’ to ‘why’ to ‘how’ to ‘now’ quickly.

This could get interesting.



Brainstorming – is a technique that uses structured conversations to support your objectives, fit your constraints, and deliver the outcomes you need most. Whether leading or participating in a brainstorming session, your Facilitators get involved. You get both their objective, neutral side and their lateral-thinking, creative side. They act as a catalyst for your team’s thinking—amplifying and accelerating the reactions—so you get results in hours and days, not weeks and months.

Store Walks – are hosted excursions to stores, restaurants, hospitals, stadiums, airports, etc. to inventory issues and brainstorm potential solutions. Your Facilitators can include customized exercises to build skills, confidence, and experience design vocabulary for members of the design team. Participants build fluency in specifying the little details that make a big difference to customers. Store Walks also help troubleshoot problems, identify better ways of working, surface important customer insights, or check out the competition.

Starbucks 2.0 – is a thinking experiment in which participants play the role of Howard Schultz, the company’s CEO, and make plans for 2020. Your team learns the value of strategy and management applied to customer experience by making slight adjustments to the Reason for Being that make then observing the effect their decisions have on the experience design, culture, and company’s bottom line.


Reason For Being – a single, focused thought that captures your company’s brand essence. It’s the core foundational statement that leads to a master blueprint for designing a superior customer experience, managing organizational change to implement it, and coordinating growth.

“ I don't just talk about customer experience, I make it come alive. ”

As Experience Designers, we know how to delight customers and improve the bottom line at the same time. We can also teach others how to do it. Bringing our own client experiences on stage with us engages audiences. Sharing hard-won lessons from the front lines of many businesses builds understanding. We speak from our heads and from our hearts to inform and inspire your audience. It gives them the confidence to try what they haven't done before—and the belief that they can succeed.

Consider us as a valuable resource if you

- Run a business unit and need some momentum around customer experience
- Own a customer experience initiative and need a hands-on expert
- Have training responsibilities and/or want a fresh perspective and voice
- Need someone who can deliver a consistent message to the top and bottom of the organization chart
- Want timely content customized to your organization's specific needs
- Require someone to learn your business before they talk about it
- Desire webinars or other follow-on contact after the presentation



I see.
Now I get it.

POPULAR PROGRAMS

The Best Experiences in the World and What Makes Them Work – Hear behind-the-scenes stories and discover the details that make top brand experiences deliver.

The Triple Bottom Line of Experience Design – Learn why and how good design drives a better memory for customers, more engagement among employees, and higher profits for shareholders.

Integrating Social Media Into the Customer Experience – Understand how social media can support your company's social media efforts as a listening platform. Once you sense what the customer needs, you can respond appropriately by changing the experience design.

Great Customer Service is at the Heart of a Great Customer Experience – Discover how service and experience are linked, why designing outward from the customer service center makes sense, and when service recovery can fuel word-of-mouth.

The Power of Story: How Experience and Story are Two Sides of the Same Coin – See how dropping clues in your experience end up in your customers' stories and learn why that's important as a design and management tool.

* All presentations can be customized to best suit your needs.



“ Your Authority on Customer Experience ”



Languages:

English, International English,
Portuguese, Spanish, Russian

Education:

MBA-Thunderbird,
BA-University of Florida,
Middlebury, Brazil, Russia

Specialties:

Branding, Strategy, Customer
Experience, Customer Service,
Story, Social Media

Industries:

Retail, Healthcare, Hospitality,
High Tech, Non-Profit

Websites:

www.MikeWittenstein.com
www.storyminers.com

Travel:

Mike is based in Atlanta
and works globally.

For two decades, Mike Wittenstein has helped business leaders around the world differentiate their brands by dramatically improving their customer experience. In the process, those clients have gained market dominance, increased their sales, and/or discovered new, unexpected revenue streams.

Today Mike is a sought-after consultant, facilitator, experience makeover expert, and speaker. He works in the retail, hospitality, healthcare, and entertainment industries, as well as other service categories. He partners with both established and emerging brands. He has helped retailers like Party City, Kinko's, Best Buy, Alternative Apparel, Air Canada, and SOHO Office elevate their customer experience, while making it a lot more engaging - and even fun - for all involved. His keen observational skills and plainspoken, approachable style have given clients like Apple, IBM, McDonald's, and iPay Technologies a looking glass view into how their company is perceived by everyday customers.

As an e-visionary at IBM, Mike launched the company's first global experience design consulting practice. He was also co-founder and CEO of Galileo, a technology communications company nationally recognized for innovation and creativity.

His captivating stories teach companies how to move their products and services from commodities to objects of desire. He regularly wows audiences with his friendly, smart and witty style, as they learn how to turn everyday customers into enthusiastic brand advocates.

Mike's first entrepreneurial venture began in high school. He spent almost two years in Brazil and a (very cold) semester in the Soviet Union. Mike began consulting while still in graduate school. He speaks four languages, loves hiking, woodworking, and family travel. Mike is married with two children. He lives in the Atlanta area and works globally.

SELECTED CLIENTS

EXPERIENCE DESIGNER	CONSULTANT	FACILITATOR	SPEAKER
			
			
			
			
			
			
			
			
			
			
			

MikeWittenstein

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Experience Designers. Consultants. Facilitators. Speakers.

Based in Atlanta, Mike works globally.

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