

By **REBECCA MORGAN**
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SURPRISE! SURPRISE!

ARRIVING at the Singapore Airport, I saw a man with “Grand Hyatt” on his clipboard. I approached him, asking if they provide a shuttle. He said no, but he could arrange a town car. After confirming the price would be double that of a cab, I told him I’d just grab a taxi. He escorted me to the taxi queue and helped the driver put my luggage into the trunk.

Imagine my delight when I arrived at the Grand Hyatt and a young woman employee opened my cab door and said, “Ms. Morgan, I’ll escort you directly to your room.”

I know some hotels now have the capability for guests to check in while en route, but I hadn’t done that. I was surprised and delighted. She whisked me up to my room, giving the bellman my room number to deliver my suitcase. In the room, she took a picture of my passport with her phone, confirmed my credit card and gave me the key.

Wow!

I was unpacking within minutes of arrival.

I wondered how she knew it was me in the cab. Then I remembered the man at the airport. I’d introduced myself with only my first name. I figured he got my full name from my

luggage tags and noted the cab number. He’d texted his colleague telling her to expect me within 15 minutes noting the cab number. Then she just had to go outside and open the door of the cab with that number.

Still, the forethought and follow through were impressive!

What could you do by coordinating with your colleagues to give your customers a ‘wow’ experience?

WHAT THE LEADERONOMICS.COM TEAM SAYS

Bryan Kramer, author of *There is no B2B or B2C: It’s Human to Human*, #H2H, made this very interesting statement:

“Businesses do not have emotion. People do. People want to be a part of something bigger than themselves. People want to feel something. People want to be included. People want to understand. But people are also humans, and with that comes mistakes. Missteps. Failures.”

It’s true. At work, even if we are not dealing with external customers, we are actually dealing with internal customers – our own people. If they

aren’t experiencing the ‘wow’ experience at the workplace, it’s going to be more challenging for them to create a ‘wow’ experience for others.

For this year and beyond, our main Leaderonomics goal is to create a ‘wow’ experience for every customer we interact with on a daily basis.

To drill this into us, the leadership has come up with a set of ‘wow’ credo to help us be guided by the ‘why, how and what’ to create that experience with our customers.

LEADERONOMICS ‘WOW’ CREDO

1. We believe in our customers and we truly believe our employees will always do the right thing.
2. We believe our vision and values will always guide all our decisions.
3. We decide to be ‘real’ everyday – not corporate or pompous but to be real and connected with people.
4. We decide to be present always – and we spend our resources to always be there.
5. We decide to say sorry when we are wrong and we make it right (apologise well and repair the emotional connection).



It’s time to put ourselves in our customers’ shoes and understand their challenges before anything else, and start building a genuine long-term relationship which goes beyond just business transaction. After all, as humans, we bring with us empathy, understanding and forgiveness.

Are you up for it? Share with us your encounters of ‘wow’ experiences at editor@leaderonomics.com. Alternatively, tell us how we can

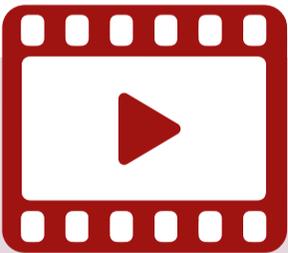
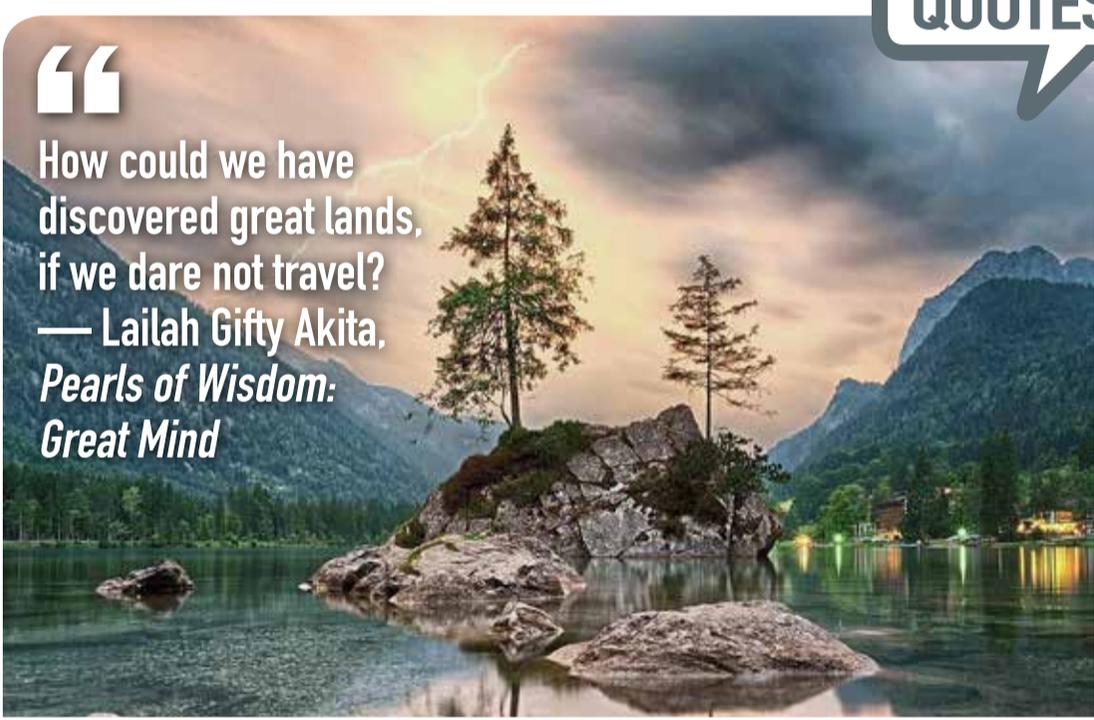
create a ‘wow’ experience for you at info@leaderonomics.com.

■ *Rebecca Morgan is a bestselling author, and one of America’s sought-after adviser to many global executives. She is the architect for focused, tailored solutions designed to meet an organisation’s needs. To connect with her, email editor@leaderonomics.com. To engage with Leaderonomics for your organisational needs, email us at info@leaderonomics.com.*

QUOTES



How could we have discovered great lands, if we dare not travel?
 — Lailah Gifty Akita,
Pearls of Wisdom: Great Mind



Do you know how to get the best out of your talent pool? Talent Assessment Partner at Leaderonomics, Alvin Teoh explains how talent assessments can benefit both the organisation as a whole and the individual experiencing it. Listen here: bit.ly/powerofassessments



Online Exclusive

Nicknamed the “Iron Lady”, few leaders have been as controversial as Margaret Thatcher was during her political career. Leaderonomics CEO, Roshan Thiran shares some leadership insights gained from the life of Britain’s first-ever female Prime Minister – read on at bit.ly/RTmaggiethat

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