



**MobieTrain**

Change Behaviour. Boost Performance.

**Why employees  
should eat customer  
experience for  
breakfast**



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# Intro

It doesn't matter what you do, what product you sell or what service you provide – it's always about the experience you give to the customer. Customer experience and employee knowledge go hand in hand as your employees are the ones who communicate the brand, its values and mission to the customer. However, to provide an outstanding experience, you need to know the customer's journey and to know and understand the customer's journey and the different customer types, you need knowledge.

As part of an ongoing series, we are going to discuss what it takes to provide excellent customer experience and how this is linked to knowledge.





# The importance & challenges of great customer experience

In an ever-evolving retail landscape, it becomes more and more difficult to distinguish yourself from your competitors, especially now that customers have more choices than ever before.

As a result, everyone has become more critical and conscious of what they buy and, most importantly, where they buy it. More than that: why go through all that trouble and actually go to the store if you can order almost everything online anyway?

You need to convince the customer that your product and service is different and unique, you need to

persuade them to enter your store and not the competitor's store next door. In other words: You need to create an excellent experience, which they won't find anywhere online or at your competitor's store.

Besides the challenges of providing unforgettable customer experience, we haven't even mentioned the online world of customer reviews.

It's no longer an overstatement if you say that one bad review can cause a lot of trouble. In 2017 United Airlines had a crisis, in **which \$1.4 billion in value was wiped out overnight** when a passenger's horrible experience

went viral. If you provide excellent customer service, happy customers will tell others about your service, if you provide below average or bad customer service, we can ensure that more than enough people will hear about it. The goal of providing good customer experience is not to just sell a product or service, but to introduce the customer to your brand in a way that they would love to share with others, including through social media.

Don't underestimate the power of social media, make sure that your customers leave with a smile on their faces.



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**Today, 89% of companies compete primarily on the basis of customer experience – up from just 36% in 2010. But while 80% of companies believe they deliver “super experiences,” only 8% of customers agree.**

-Shep Hyken, Forbes

We've established that providing excellent customer experience is key. It's what sets you apart as a brand, as a company – and even though everyone knows this, many still struggle to actually provide it.

### Why?

Well to begin with, it's simply not that easy. If it was, you would not have any competitors left. We are all creatures of habit, that's what makes change so hard.

We get that.

However, we have to evolve, keep looking for ways to improve our product, our service, our business - everything. Customer demands evolve every day, if not every hour. Competitors continually

look for new tactics to improve their experience. Researchers constantly investigate the newest trends and what customers look for. Needless to say, everyone has to keep evolving to exceed customer expectations and to distinguish themselves from competitors, and so should you. The moment you say you've achieved everything you can, is the moment you're done.

Think of a great idea, work it out, make it perfect, and move on to the next idea – keep it going. In the meantime, look back at everything you have achieved so far and make those achievements even better. You learn as you go - that's the trick.



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**To improve is  
to change; to  
be perfect is to  
change often.**

-Winston Churchill



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**Customers  
come second,  
employees first.**

-Richard Branson

## Where do you begin?

What should you change? Start with having a look at the essence of your company. “My employees are the backbone of my company; without them we would not be where we are today”. That’s fair, and while it sounds great, it’s not really true: your employees are not the backbone of your company, they **are** your company. You have to give them the space and opportunity to show their potential, to grow and to become even better. However, besides time and space, they need the knowledge to do so. Your employees need to know and feel that you actually care and want to invest in their knowledge.

After all, your employees are the ones who are actually in contact with your customers: how they think, act, and feel, represents your company and its values.

“It costs a lot of time, it’s really not as easy as it sounds to train your employees.” We’re not sure about it not being easy, and yes it might cost time and money, of course, but it’s worth it. It’s the kind of investment that you won’t regret making. It goes even further than that: It’s the kind of investment you have to make.



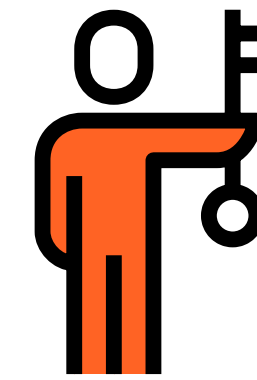
# It's the employee, stupid.

It doesn't matter what you do, what product you sell or what service you provide – it's always about the experience you give to the customer. You can have the newest technology, the coolest features and the most insane gadgets, but it won't benefit you in any way if you can't provide the right experience.

For example, let's say that you own a fashion store and you have ordered new, full-length mirrors, which show outfits without customers having to actually try them on. It's a really interesting concept and customers love the idea, yet your

employees don't know much about them and they can't really explain how they work. Now you have fancy mirrors and no sales.

Your customers are waiting for the experience but they didn't get it. You have invested in technology, which is a great tool to boost your experience, but you haven't invested in your employees' knowledge. That's just one simple example, in reality there are hundreds of cases where these kinds of investments got lost just because people thought that something 'new' would do the trick.



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**If your customer experience sucks, they will abandon it way before you ever get to prove the value of your offering. You need to persuade.**

- Wesley Smit

# The Confidence Circle

Providing your employees with knowledge is not just about teaching your employees how things work, it's also about showing them your company's history, values, and goals. Your company's identity should become part of your employees' identity. Most importantly, it's about boosting their confidence by empowering them with the knowledge they need. Like Mr. Smit said, to be able to provide a great experience, you need to know how to persuade, and if you know how to persuade, you will feel more confident in your skills.

If you can turn your people into brand ambassadors, you're on the right path. Dedicated, engaged, and motivated employees are what makes a brand stand out from everyone else. If they care as much as you do, then you have pretty much won the golden ticket to success and we applaud you for that!

It's really all one big continuous circle:







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**Gallup in "State of American Workplace" reports that employees who are engaged are more likely to improve customer service and can result in 20% increase in sales.**

-Parth Misra, entrepreneur

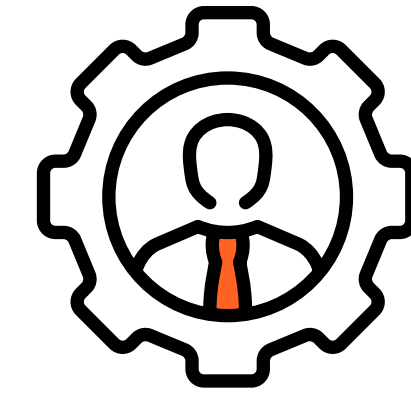


So how do we turn our employees into brand ambassadors who reflect our company's mission and provide excellent customer experience? It's a two-way street: you give to your employees and they will give back in return. Obviously, this is not new nor shocking information, yet there are so many, so many, companies who just don't see it.

If you give us a minute, we can find about 2,000 researches on this topic alone, showing that happy employees who are trusted with more responsibilities, who get the chance to explore their potential and who receive proper training are essential to develop your business.

Luckily, thank goodness, there are also **plenty of companies who rock** when it comes to educating their employees. So, what's the secret? Or more importantly, what goes wrong?





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**An IBM study revealed that employees who do not feel they are developing in a company are 12 times more likely to leave it. Many times, companies see employee training as an expense rather than investment and end up paying dearly in terms of low productivity and high turnover.**

-Parth Misra, entrepreneur



# Dream big, but start practical.

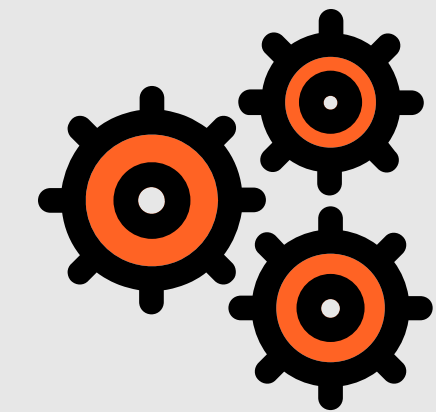
Employee training – that's always 'the thing', the solution. You can turn and twist it any way you like, but in the end, **employee-training** will make a huge difference in productivity, providing excellent experience and employee happiness. It will give your employees the chance to shine.

Let's wrap it up, shall we? By providing knowledge to your employees, by giving them the ability to study your company's products, history and goals, you are investing in your training and thus in your employees. Find out what your employees expect and create your training according to their needs.

By making sure that the training is fun, engaging, motivating and easily accessible for everyone, you will boost their knowledge. Let them learn about who you are as a brand and become more confident in their skills. Let them reflect your historical values to the customers. Ensure that they know your products and services as well as you, or even better.

This will result in empowered employees with the knowledge they need to provide the excellent experience the customer is looking for.

That's the goal, isn't it?

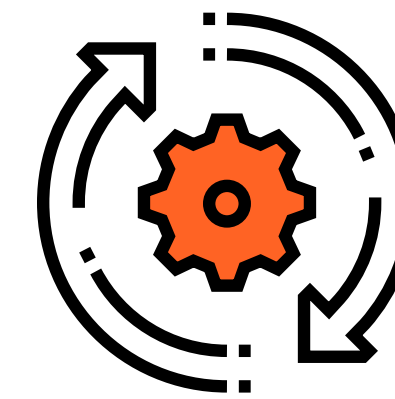


Most people know and understand that providing your employees with knowledge is the key to success, but the real question remains: 'how do I transfer knowledge successfully?' There are more than enough ways and tools to train your employees, the challenge, however, lies in finding the best way to reach all your employees and create a unified training which will train your employees in the same way, no matter where they are globally. The goal is to find the training tool that suits your employees and that will fit in with their needs and expectations. The last thing you want to do is to pressure anyone into completing a long and boring training no one cares about. A successful training doesn't really need any incentives or external motivation, it's enough on its own.

"What?"

Yes, **a well-structured training, one that is easily accessible, short and actually fun** to complete will motivate employees on its own. As the management team, you too have a very important role in motivating your employees and support them throughout this journey, that's for sure. You are responsible for communicating the importance of the training - As the employee you get the chance to take ownership of your own learning & development.

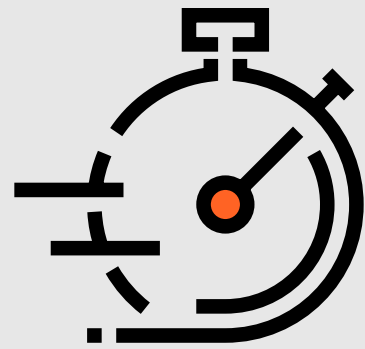
Finding the right approach and the best tool for your companies' and employees' needs is crucial, that's why we want to guide you and your employees towards finding the best training solution.



## Our learning solution

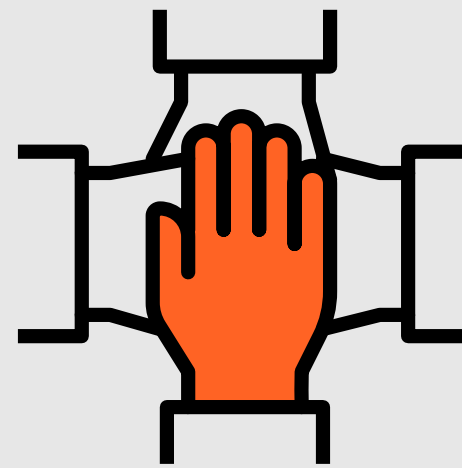
1

Saves time by  
keeping it short &  
easy accessible.



2

Keeps it engaging with  
bite-sized, gamified  
learning tracks.



3

Boosts  
knowledge  
retention.



4

Analyses results and  
discover knowledge gaps.



# About MobieTrain

Knowledge is our forte, and we wholeheartedly believe that knowledge leads to great experiences, both for the employees as for the customers. That's why it's our goal to empower employees with the knowledge they need to succeed. Our mobile training platform improves knowledge retention with personalised, gamified learning paths. 5 minutes a day is all it takes to boost sales, build knowledge and provide standout customer experiences.

Through delivering microlearning on mobile, we support employees in training anywhere at any time and we are able to overcome the challenge of reaching a remote and diverse workforce. Most importantly, we tackle the challenge of time. Employees no longer need to take time away from their roles to learn, and are able to seamlessly fit training into their daily workflow.

MobieTrain has partnered with 20+ companies around the globe across various industries, such as: retail, banking, automotive, telecom, healthcare etc.

We look forward to keep combining our knowledge and experience to elevate your training!

Author: Viktoria Tarancova

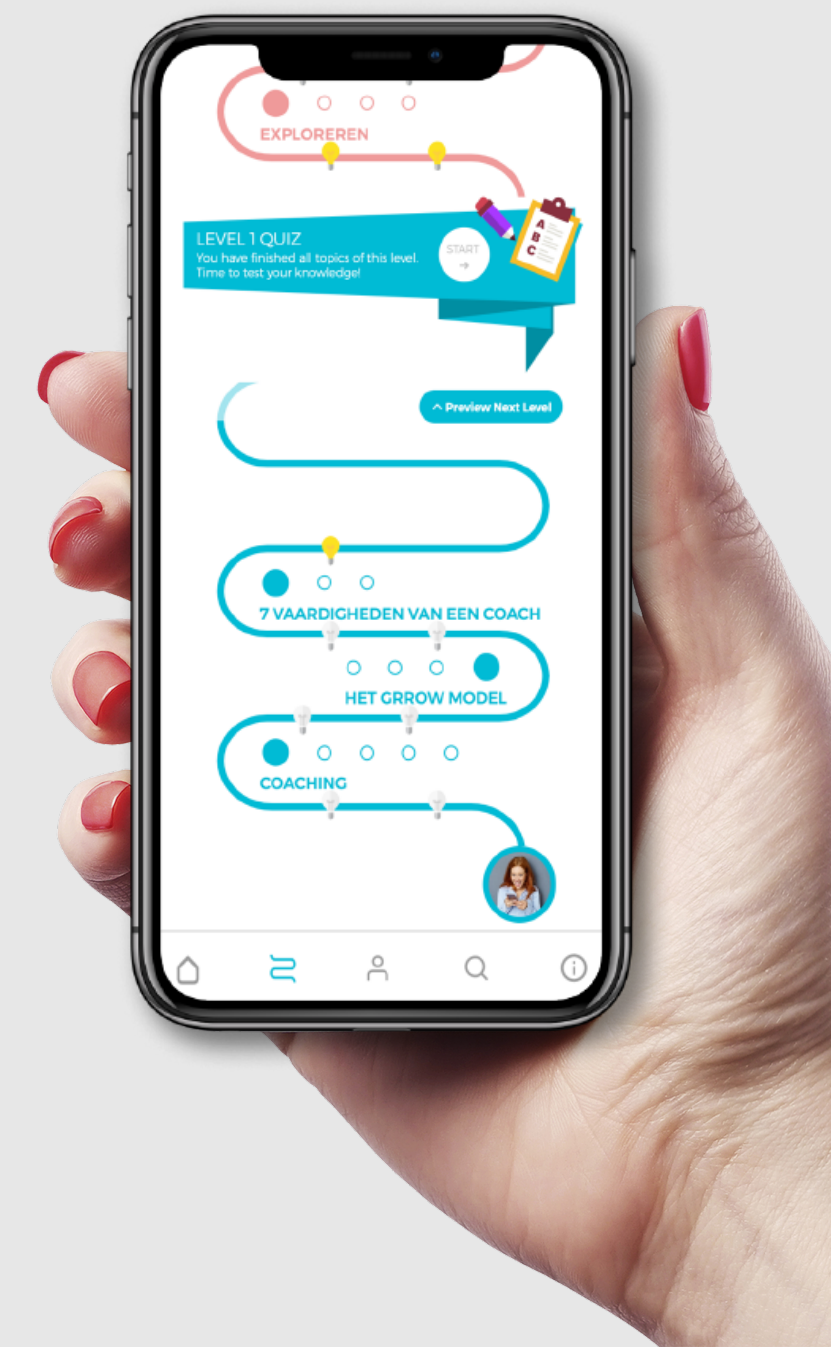
Brand Ambassador & Community Manager



**Want to know more?**

Visit our website: [www.mobietrain.com](http://www.mobietrain.com)

or contact us at [hello@mobietrain.com](mailto:hello@mobietrain.com).



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