

# Grow Your HPDE Events



## Goals:

- Help you attract more participants to your DE events.
- Help you retain your existing participants.

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## Why would a participant NOT want to attend your DE events?

- Lack of awareness – don't know you exist.
- What you offer doesn't match what they want.
- Your reputation.
- Competition...

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## Competition from other organizations:

- They let drivers drive...
- We want to help drivers learn.
- What do drivers want?

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## How do we share our passion?

### How do we grow DE?

### How do we attract & retain more drivers to our HPDE event?

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## Build a Customer Experience Culture

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# **Customer Experience**

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**Customer experience is not  
“customer service.”**

**Customer Service is  
*reactionary.***

**Customer Experience is  
*proactive.***

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**What percentage of  
consumers will pay for a  
better customer  
experience?**

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# **86%**

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Source: RightNow Customer Experience Impact Report 2011

**What percentage of  
consumers went to a  
competitor following a  
poor customer  
experience?**

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# **89%**

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Source: RightNow Customer Experience Impact Report 2011

**Customer Experience  
adds value.**

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Commodity...  
a \$0.02 - \$0.03 value

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Processing adds value & it becomes a good...  
a \$0.10 value

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Pour it in a cup & it becomes a service...  
a \$0.50 - \$1.00 value

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Wrap an experience around it and  
you can charge \$4.00 - \$5.00!

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**Customer Experience**

- Disappointed: Experience did not meet expectations.
- *Good*: Experience met expectations.
- **Wow**: Experience exceeded expectations.

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Platform: *Get Noticed in a Noisy World*, Michael Hyatt

**Have you ever been  
Wowed!  
by a business?**

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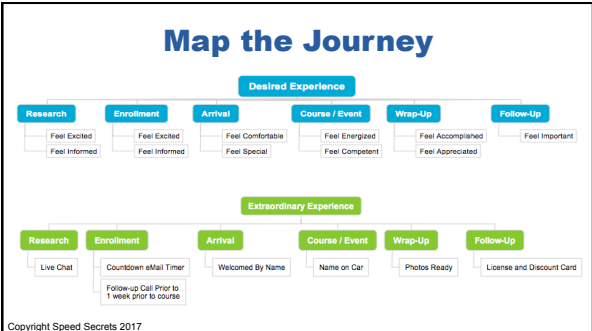
**How to Wow!  
your customers.**

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**Customer Touchpoints**

- o Map your customer's journey.
- o Make “extraordinary” ordinary.

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**The “How to Wow”**

- ① What is the experience I want to turn into a Wow?
- ② How will customers feel as a result of the experience?
- ③ What specific expectations does the typical customer bring to this experience?
- ④ What does failing to meet customer’s expectations for this experience look like?
- ⑤ What does exceeding customers’ expectations for this experience look like?

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**Make  
“extraordinary,”  
ordinary.**

**Systemize... Take the  
individual out of it.**

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**Result of Wowing the Customer?**

Word of mouth marketing...  
the cheapest, most effective marketing.



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**The Ultimate Question**

*On a scale of 1 to 10, how likely are you to recommend us to someone?*

?

Disaster

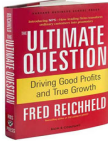
1-6

Passive

7-8

Promoter

9-10



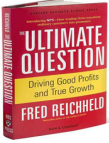
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**The Ultimate Question**

*On a scale of 1 to 10, how likely are you to recommend us to someone?*

Follow up Question:  
*What would it take to make your rating a 10?*

**Listen... Respond.**



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**Culture**

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### What is culture?

Your culture is what people say about you behind your back.

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### What are customers saying behind your back?

*"They're too strict"*

*"They are too many crashes at their events"*

*"There's not enough driving time"*

*"The instruction is inconsistent"*

*"The classroom instruction was boring and useless"*

*"The people are grumpy"*

*"Getting involved & signing up was too complicated"*

*"I didn't feel welcome"*

*"It's too loose - there's not enough structure and they never run to schedule"*

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### How do you develop or change a culture?

- ① Define desired culture
- ② "Hire employees" who support, buy into, and believe in the desired culture
- ③ Communicate desired culture
- ④ Reward instances of desired culture
- ⑤ Repeat

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### Let's look at safety...

Why do some clubs have a better safety record than others?

Could it be their culture?

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### Safety culture?

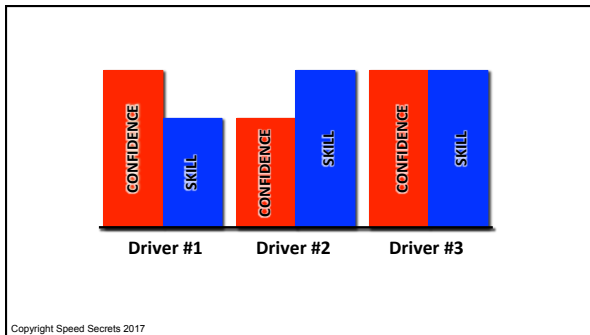
- ⦿ What kind of message does a crash send?
- ⦿ How does it impact the customer experience?

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### Safety culture?

- ⦿ It starts with the person who interacts with the customer most (instructors)
- ⦿ That starts with training
- ⦿ Consistency is key

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**Safety culture?**

Communicate:

- With students, with instructors
- Communicate examples of safety culture
- Reward examples of desired culture
- Communicate what you want them to do, **not** what you **don't** want them to do

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**Let's Drive...**

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**Think like a business.**

Develop a culture of:

- Safety
- Customer experience

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**It doesn't matter what you think.**

**The only thing that matters is what your customers think.**

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**Improve your customers' learning experience...**

**Help them prepare & learn before they arrive**

[Learn.SpeedSecrets.com/pd101-car-clubs/](http://Learn.SpeedSecrets.com/pd101-car-clubs/)

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**List 3 things your club will do to improve its customer experience.**

Think...

- Touchpoints
- Making "extraordinary" ordinary
- Culture

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**2017:**  
**Build the right**  
***Customer Experience Culture***  
**& they will come.**

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