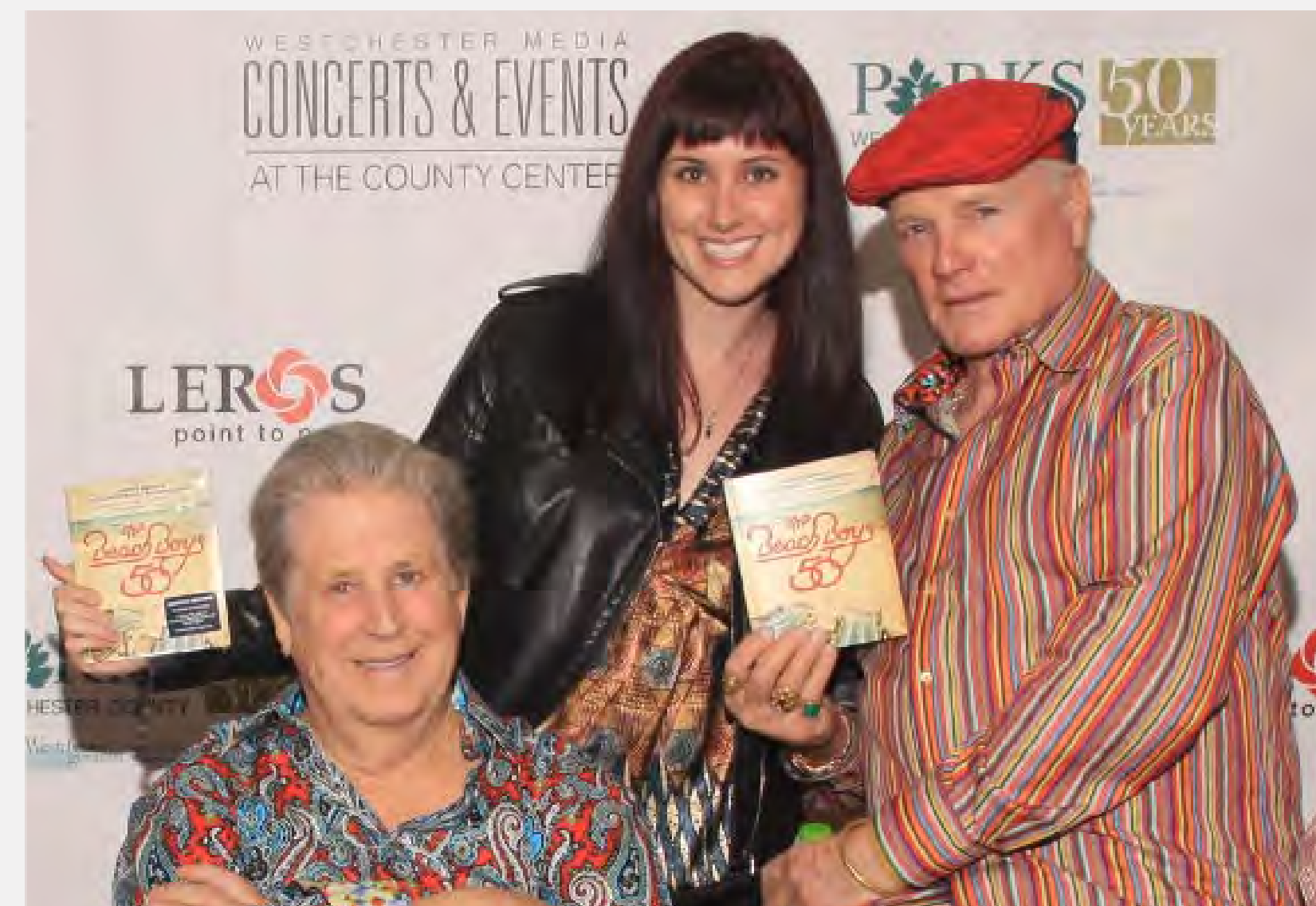




CREATING SUPERFANS

BRITTANY HQDAK







BRITTANY HODAK



SUPER FANS

BRITTANY HODAK



BRITTANY HODAK

WHAT IS A "SUPERFAN"?

/ˈsoʊpərˌfæn/

noun

a customer who is so delighted with their experience with your brand, product, or service that they come back and tell their friends



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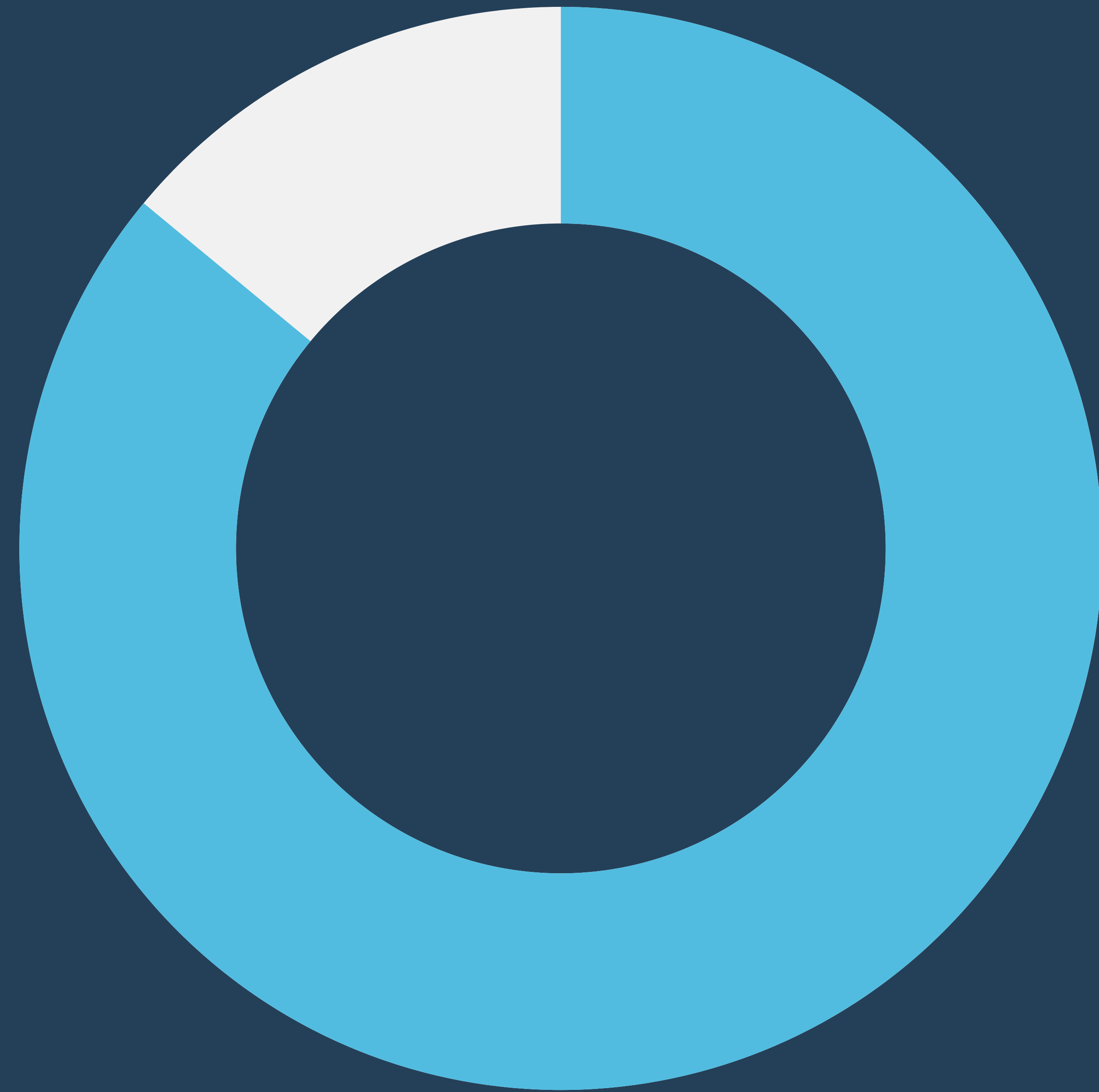
IN OTHER WORDS...

superfans are loyal
customers who create
more customers



BRITTANY HODAK

**WE'RE LIVING IN AN
EXPERIENCE
ECONOMY**



86%

of customers are willing to
pay more for a great
customer experience

PWC Study: [pwc.com/future-of-cx](https://www.pwc.com/future-of-cx)

**CX DRIVES MORE THAN TWO
THIRDS OF LOYALTY...**

**MORE THAN BRAND AND
PRICE COMBINED**

Gartner: gartner.com/en/insights/top-insights/marketing-2020

APATHY

A man with dark hair and glasses, wearing a brown suit, blue shirt, and striped tie. He has a shrugging expression on his face, with his hands held out palms up. The background is a solid dark blue.

BRITTANY HODAK

“

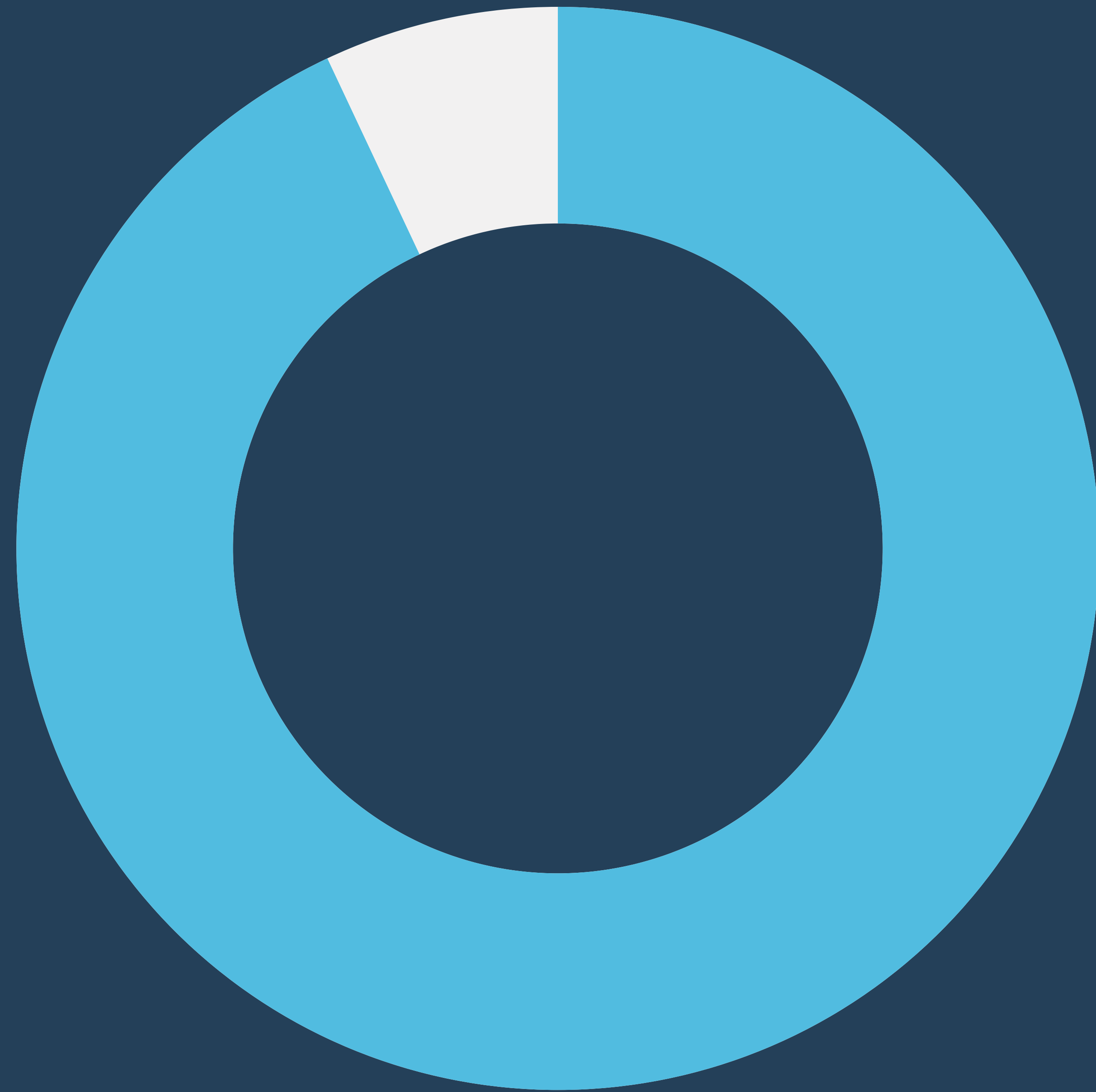
**WHEN WE DEFINE OURSELVES AS FANS,
WE DO MORE: WE WATCH MORE,
SHARE MORE, BUY MORE,
EVANGELIZE MORE, PARTICIPATE
MORE, AND HELP MORE.**

Variety



**EVERY
CUSTOMER IS AN
INFLUENCER**

BRITTANY HODAK



93%

of customers say that online reviews influence their purchasing decisions.

Qualtrics: qualtrics.com/blog/online-review-stats/



YOU DON'T JUST **FIND** SUPERFANS

BRITTANY HODAK



YOU CAN'T BUY SUPERFANS

BRITTANY HODAK

YOU CAN
ONLY **CREATE**
THEM



BRITTANY HODAK



LETTER OF INTENT: MICHIGAN FOOTBALL TEAM 155

May 15, 2017

Dear Coach Harbaugh,

Please accept this Letter of Intent for the Michigan Wolverines football season beginning in 2035. I promise to attack every challenge in the next 18 years with an Enthusiasm Unknown to Mankind, beginning with my birth in September. I'm going to make you proud, Coach!

I will to drink lots and lots of whole milk, listen to my parents, and work hard every day to be the greatest Michigan Man or Woman I can be. My due date is in late September, but I'm planning to arrive a few days early in time for conference play. It's starting to get pretty cramped in here in the Little House.

My dad plays me "Hail to the Victors" through my mom's stomach every night before bed. I kick so strong when I hear it that my mom thinks I'm going to start on special teams, but my dad is pretty sure I'm either a quarterback or running back.

I'm already looking forward to meeting you and my teammates at Signing Day in 2035! Until then, I'll be making lots and lots of trips to Ann Arbor.

Go Blue!



Baby Hodak

BABY HODAK.

I HAVE CAREFULLY STUDIED THE
INFORMATION FROM YOUR MOM & DAD,
JEFF & BRITTANY AND ON BEHALF
OF THE UNIVERSITY OF MICHIGAN, OFFERING
YOU A 2035 SCHOLARSHIP.

HOPEFULLY WITH, "GOD WILLING & THE
CREEK NOT RISING," I WILL BE HERE TO
COACH YOU.

"GO BLUE"

Jim Harbaugh



BRITTANY HODAK





THE BEST MARKETING DOESN'T COST ANYTHING

BRYTANY HODAK



BRITTANY HODAK

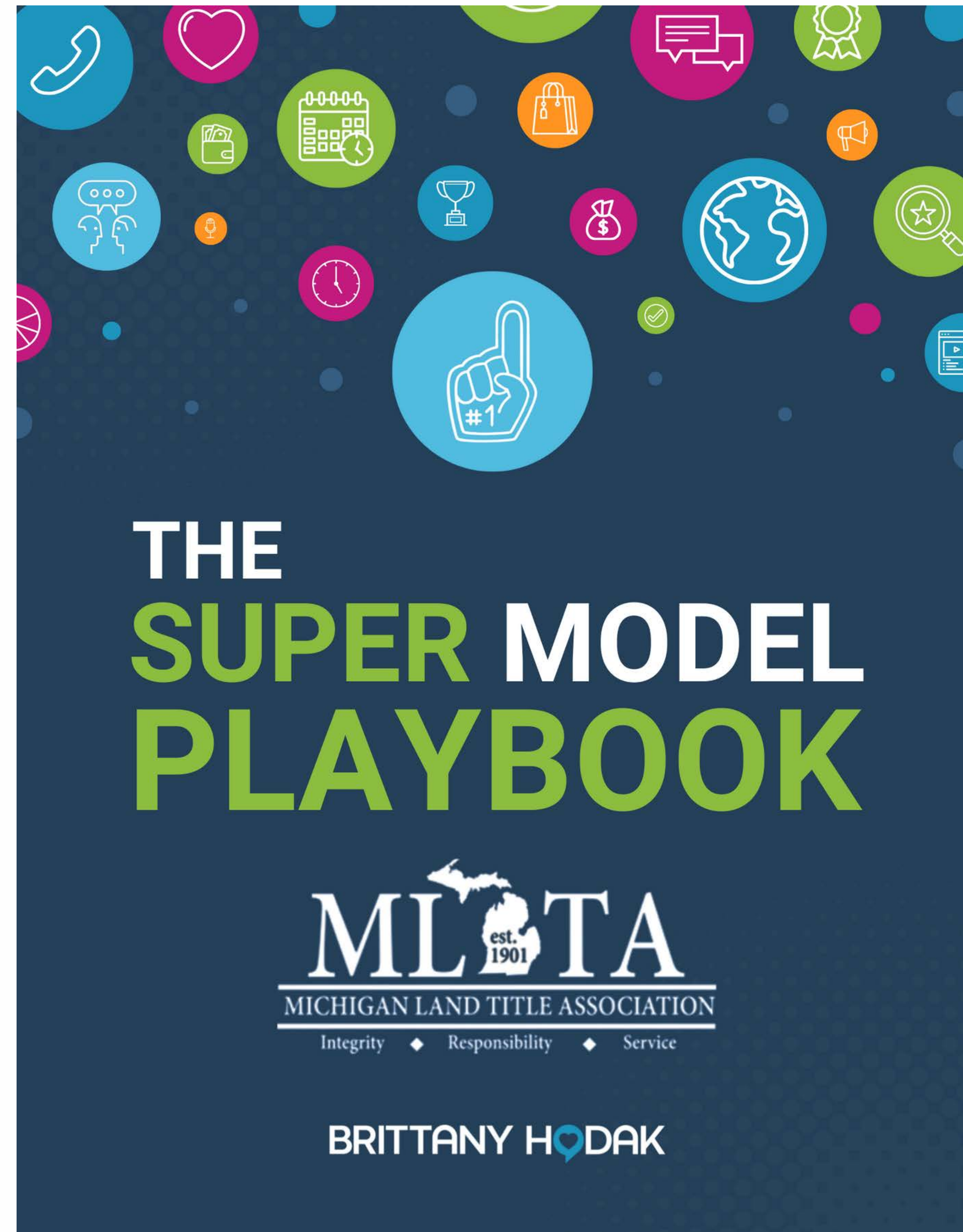


SUPER

BRITTANY HODAK

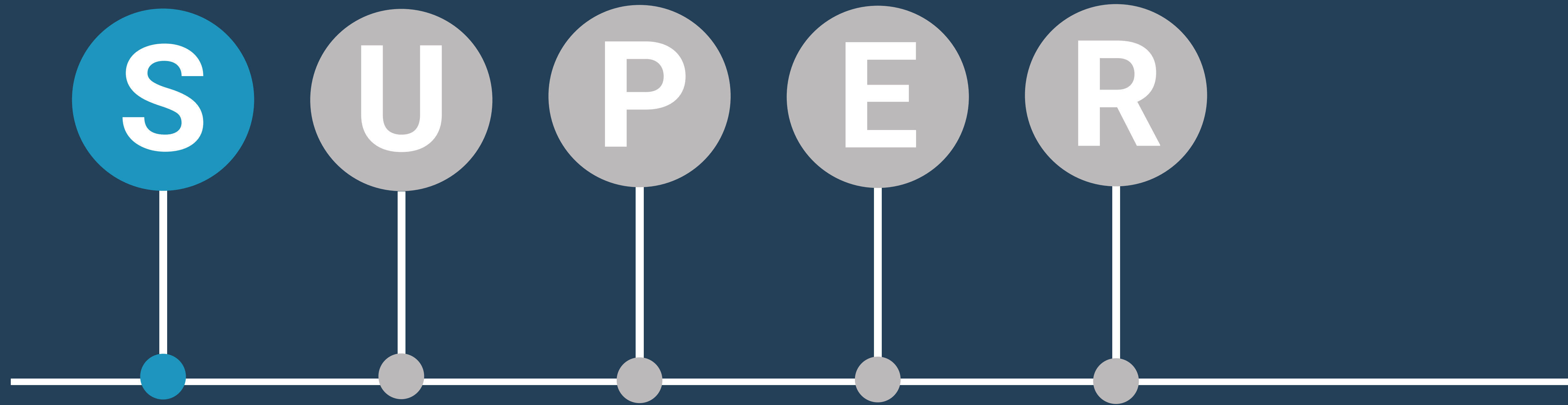
THE SUPER MODEL





SCAN FOR A FREE
PLAYBOOK!





THE SUPER MODEL

START WITH
YOUR STORY





YOUR STORY IS YOUR SUPERPOWER

BRITTANY HODAK

About Southwest: What's New • Fact Sheet • Advertise • Careers • Media Relations • Investor Relations • Terms & Conditions

About Southwest

Our Company Promise

Southwest will provide a stable work environment with equal opportunity for learning and personal growth. Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.



Quick Air Links

- Check In
- Change Flight
- Check Flight Status

Account Login

Enroll Now!

Username

Account Number or Username

Password

Password (Case Sensitive)

Remember Me

Login

Need help logging in?

Rapid Rewards

"Our people are our single greatest strength and most enduring longterm competitive advantage."

Gary Kelly, CEO Southwest Airlines

Our Purpose

Connect people to what's important in their lives through friendly, reliable, and low-cost air

Gary's Greeting

Promises

History

A Legacy of Love

In 1967, Herb Kelleher and Rollin King developed the initial Southwest Airlines® concept in a hotel bar in San Antonio. Their original business plan consisted of a triangle drawn on a cocktail napkin— three lines connecting Dallas, Houston, and San Antonio.

Read more





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About us

Who we are

[History of American Airlines »](#)

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[Doing business with American](#)

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[Environmental, social and governance »](#)

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[Customer commitment »](#)

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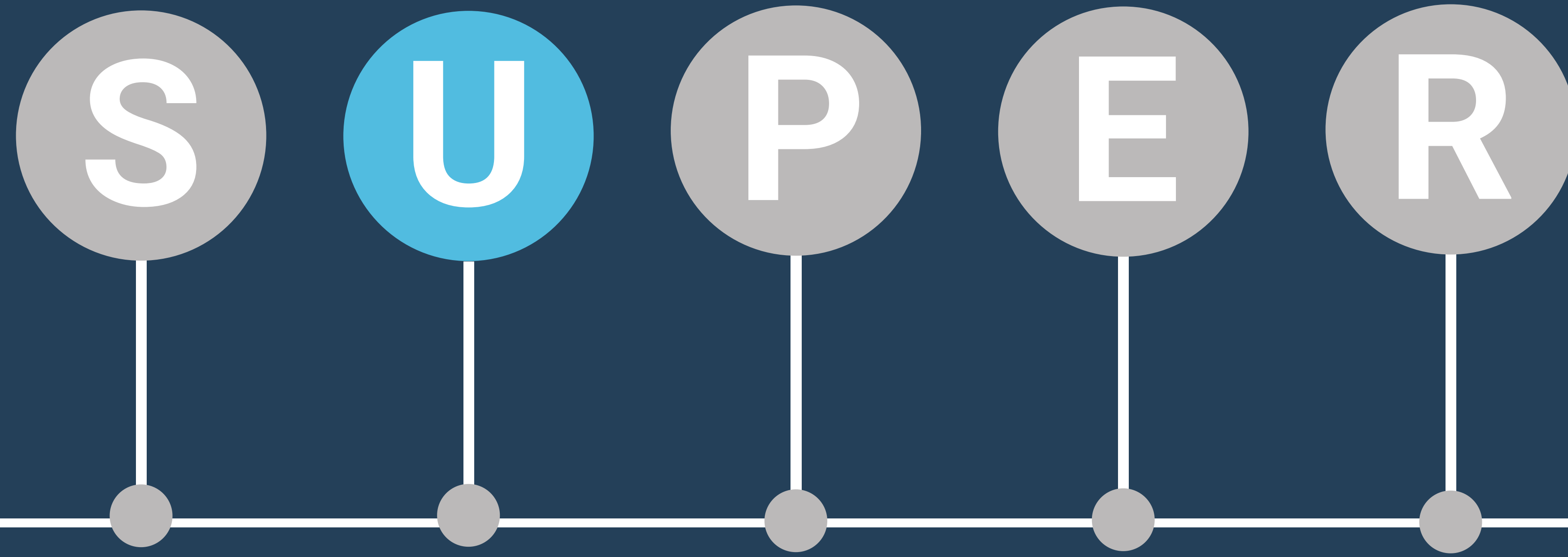
History of American Airlines



90 years strong

On April 15, 1926, Charles Lindbergh flew the first American Airlines flight – carrying U.S. mail from St. Louis, Missouri, to Chicago, Illinois. After 8 years of mail routes, the airline began to form into what it is today. American founder C.R. Smith worked with Donald Douglas to create the DC-3; a plane that changed the entire airline industry, switching revenue sources from mail to passengers.

Highlights



THE SUPER MODEL

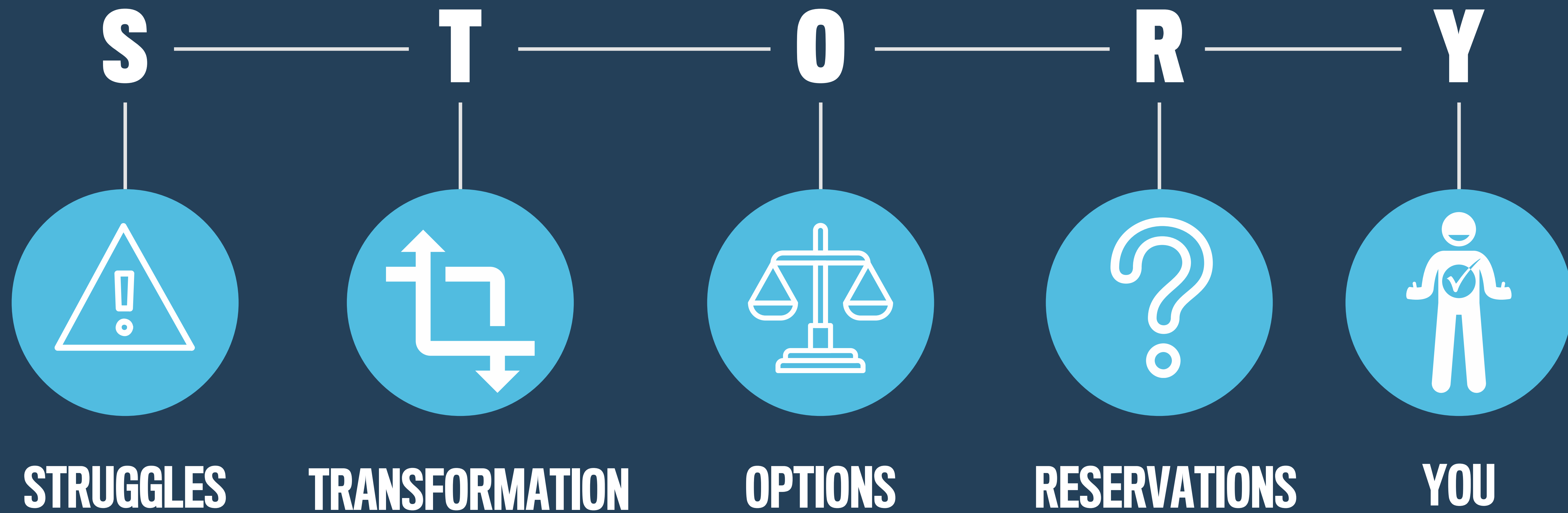
UNDERSTAND YOUR
CUSTOMER'S STORY



“

**PEOPLE DON'T CARE HOW
MUCH YOU KNOW UNTIL THEY
KNOW HOW MUCH YOU CARE.**

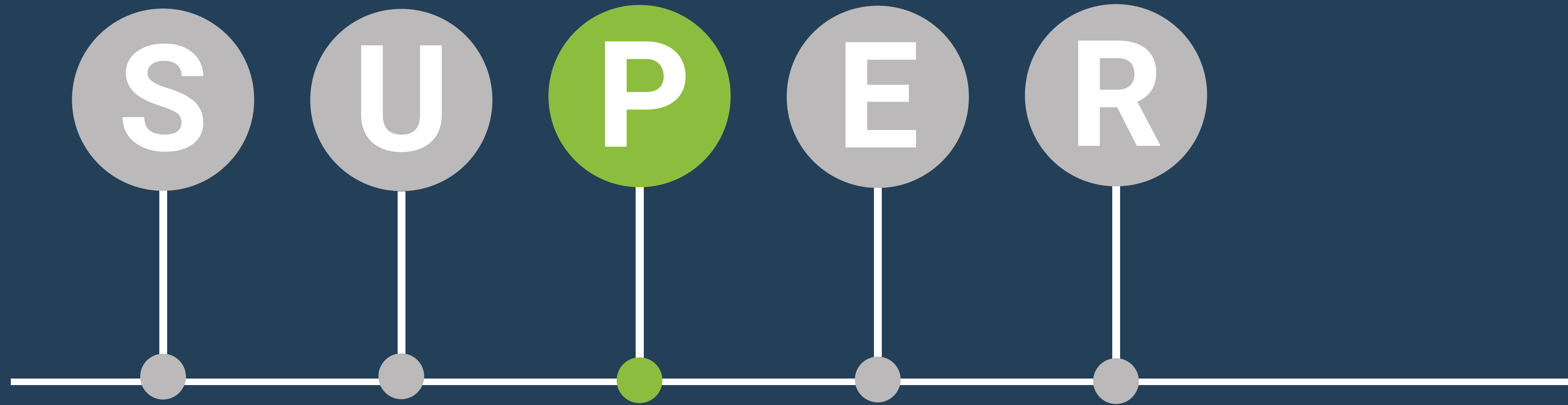
Theodore Roosevelt



NEED AN ARK?



I NOAH GUY



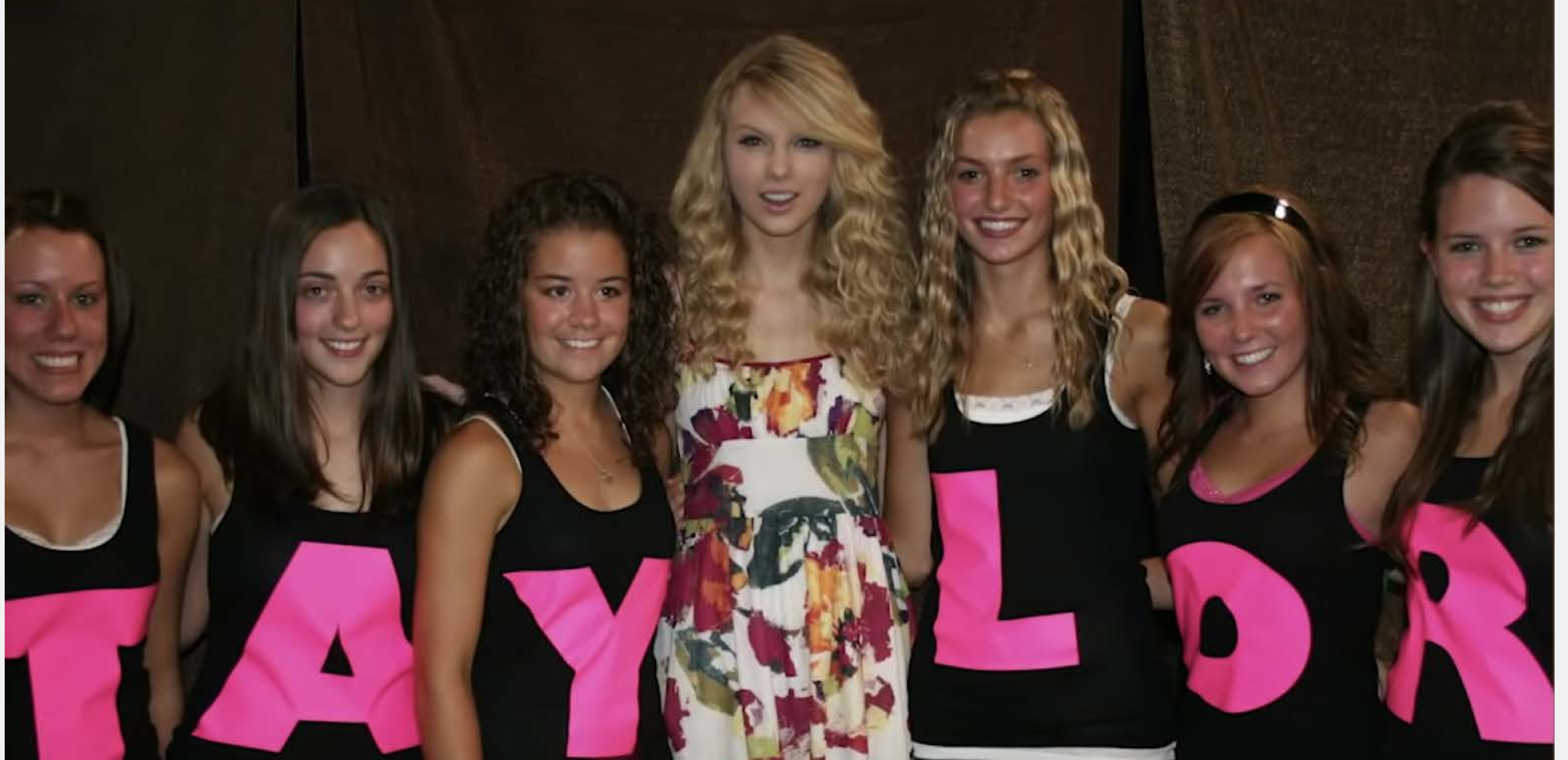
THE SUPER MODEL

PERSONALIZE





**SUPERFANDOM
IS A TWO-WAY
STREET**

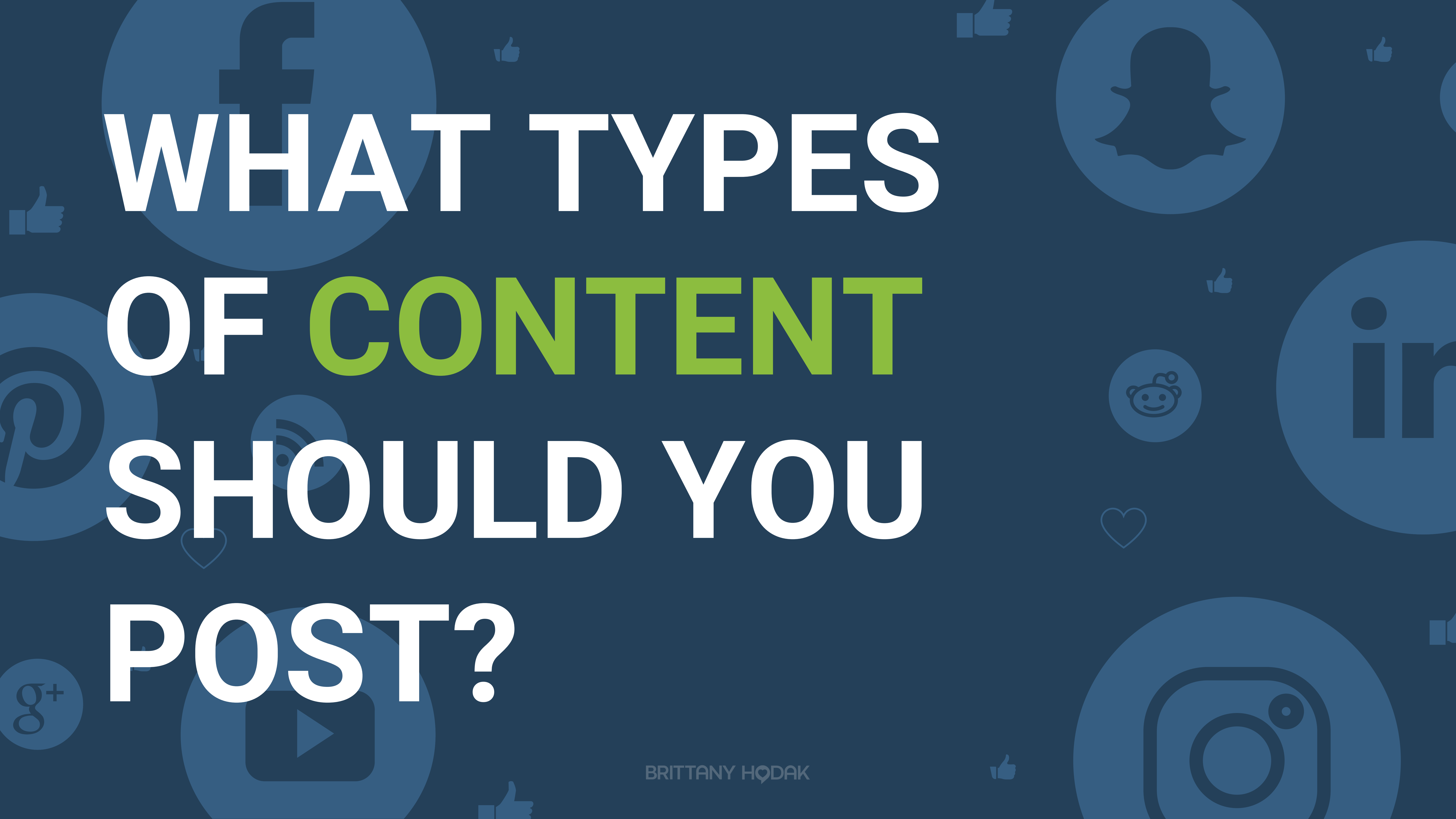


BRITTANY HODAK

“

**THE PLATINUM RULE: TREAT
OTHERS THE WAY *THEY*
WANT TO BE TREATED.**

Dr. Tony Alessandra



WHAT TYPES OF **CONTENT** SHOULD YOU POST?

BRITTANY HODAK

PILLAR CONTENT

&

FILLER CONTENT

PILLAR CONTENT

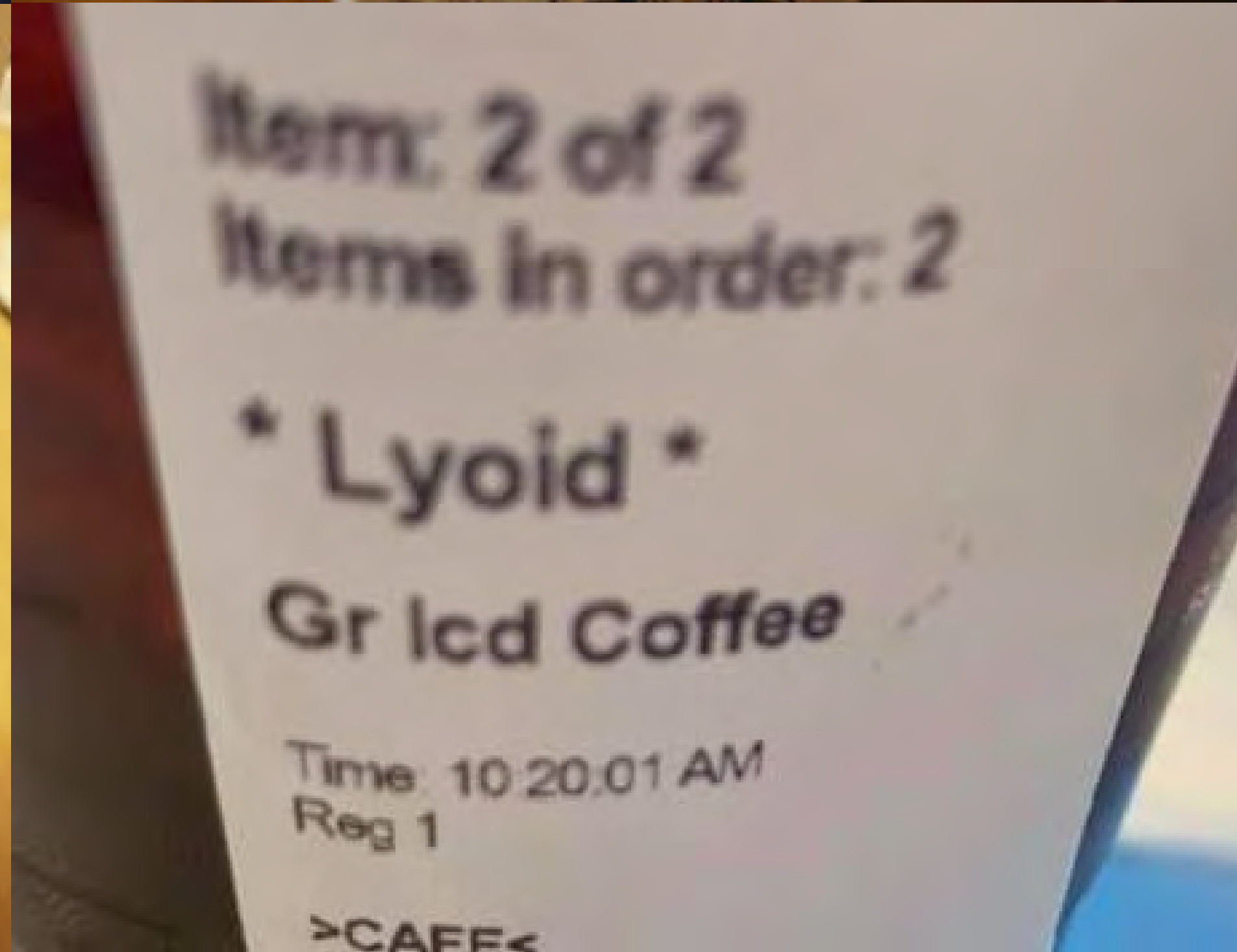
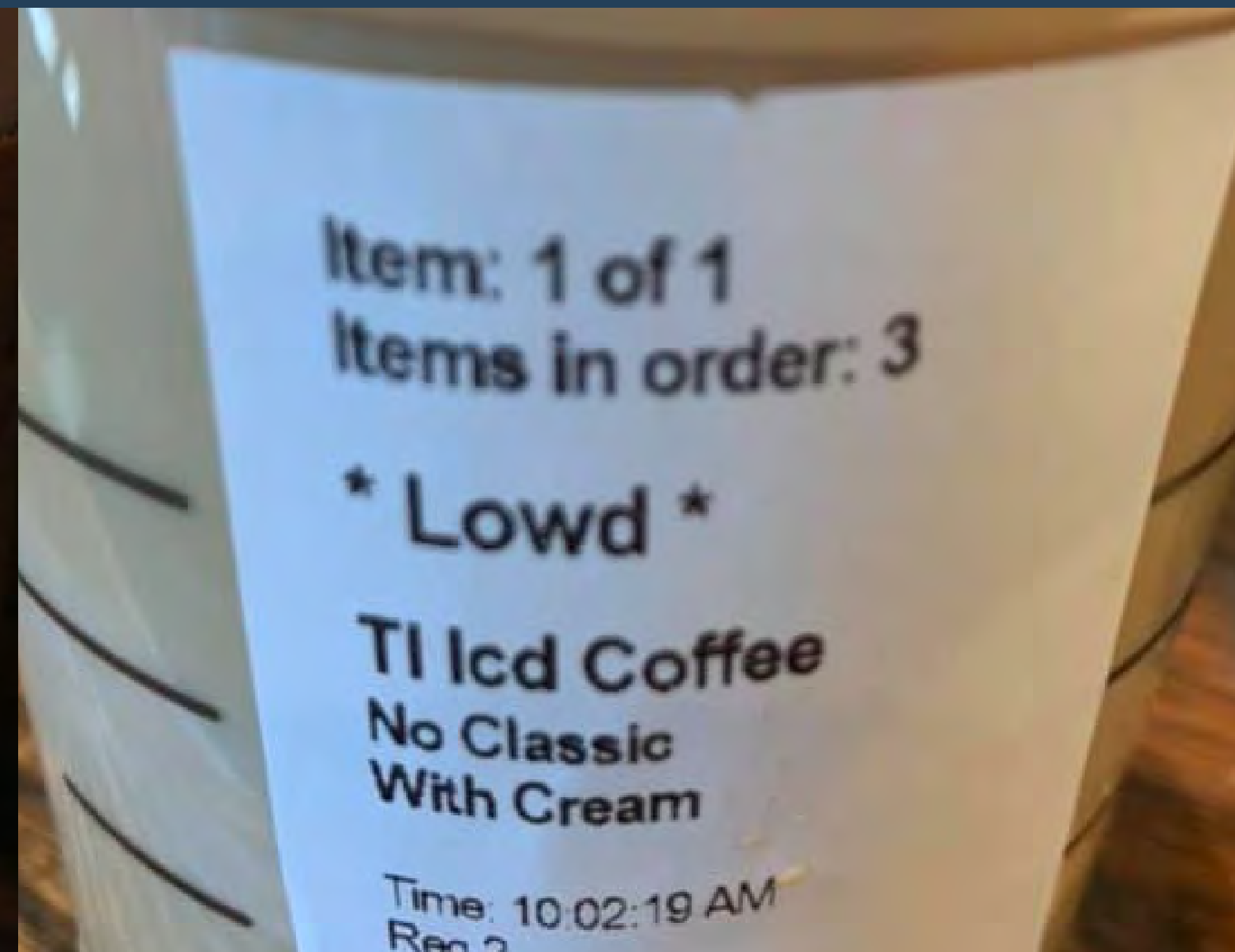
original, evergreen, thought-leadership
content that you can repurpose again and again

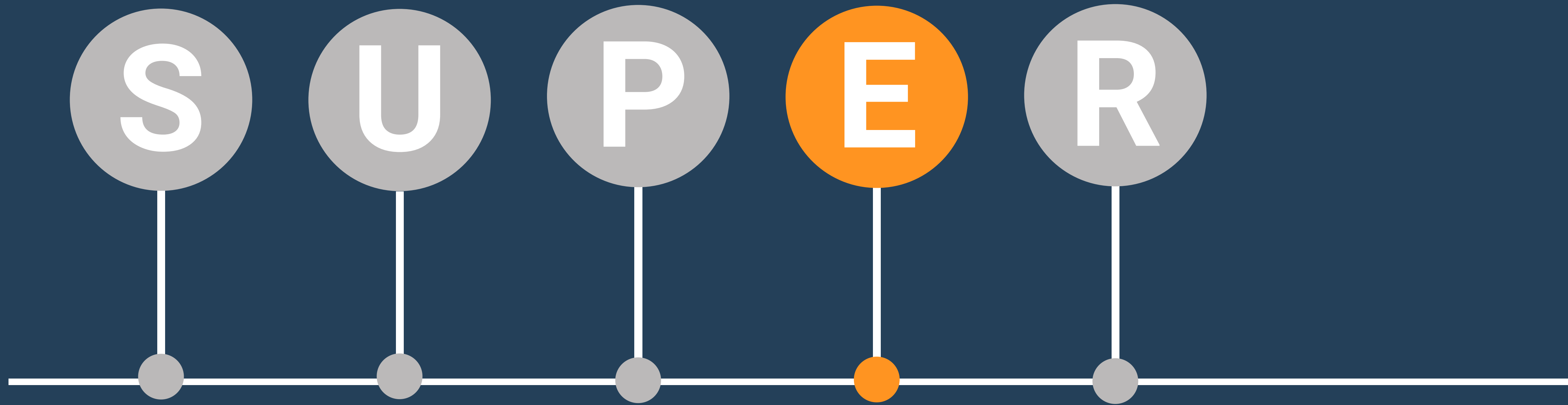
FILLER CONTENT

content from other sources that you're curating
and strategically sharing

CREATE & SHARE CONTENT TO
CONNECT YOUR STORY
TO YOUR TARGET
CUSTOMERS' STORIES

WHAT'S MY NAME AGAIN?





THE SUPER MODEL

EXCEED
EXPECTATIONS



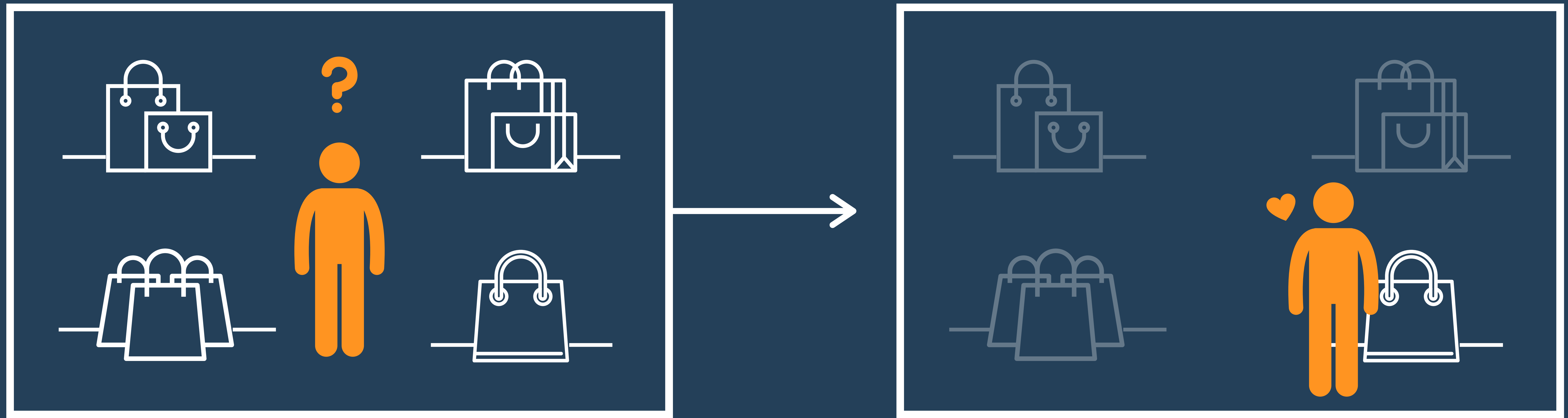
**EXPERIENCE IS
EVERYTHING**

EVERYTHING
IS EXPERIENCE



BEFORE

THE TRANSACTION



Exceeding expectations before a transaction — often, before a conversation has even happened — means transforming from commodity provider to a category of one.

73%

lose trust in brands due to
inaccurate local business listings

(SearchEngineWatch)

94%

say an online review has convinced
them to avoid a local business.
(Qualtrics)



DURING

THE TRANSACTION

MOMENTS THAT MATTER





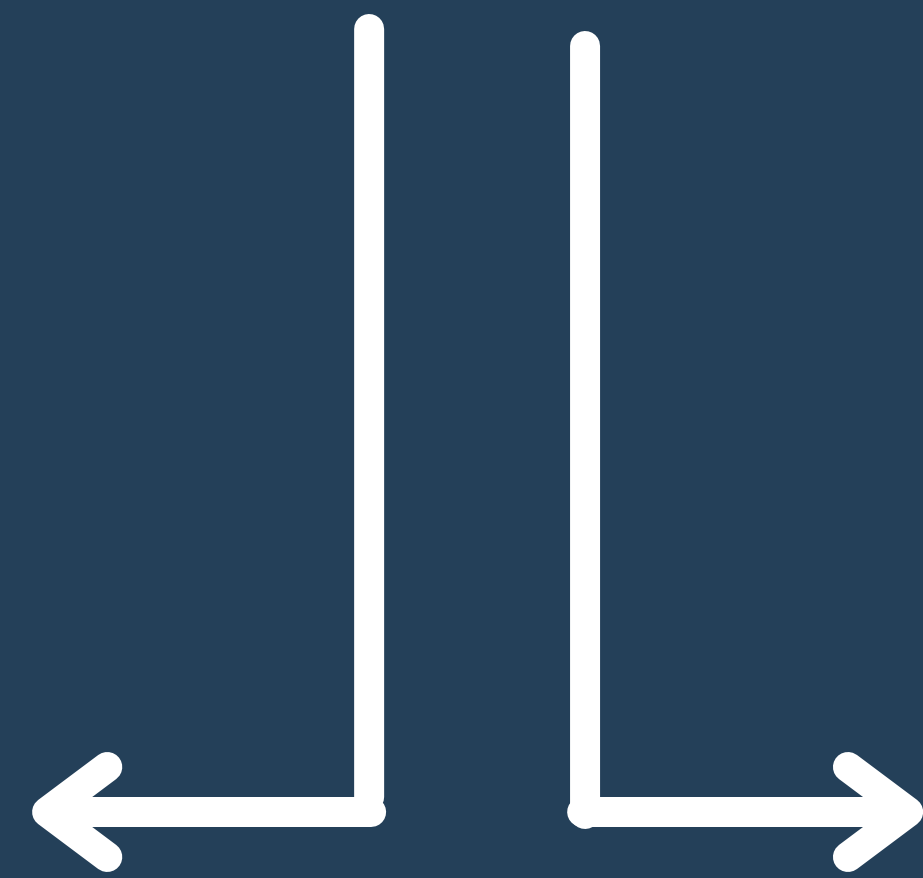
AFTER

THE TRANSACTION

WHAT IS ONE REPEATABLE, SIGNATURE ACTION AFTER EVERY TRANSACTION THAT



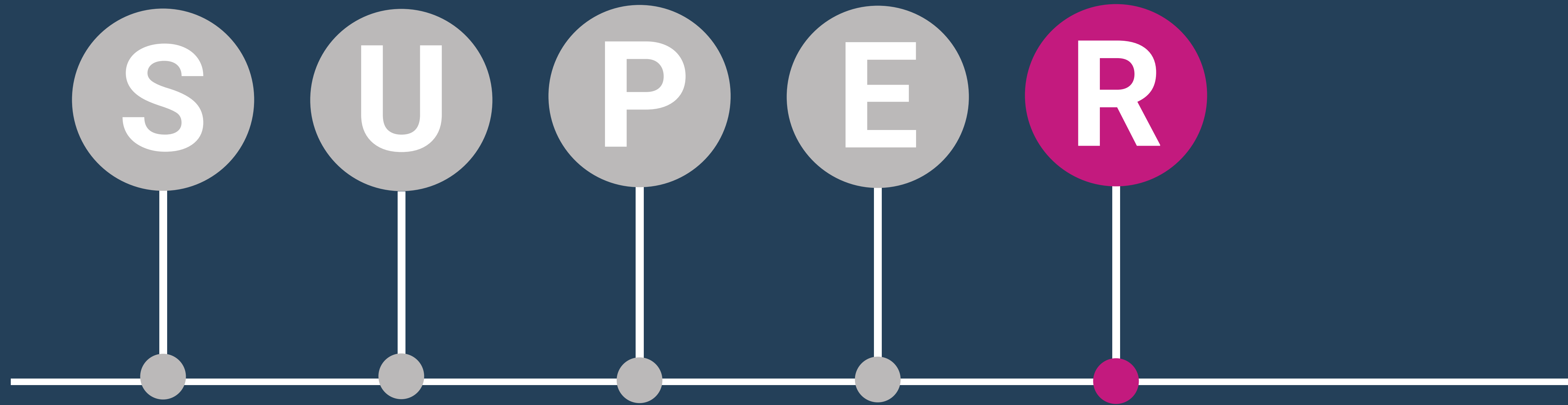
Exceeds Customer
Expectations



and



Sets You Apart
From Competitors?



REPEAT

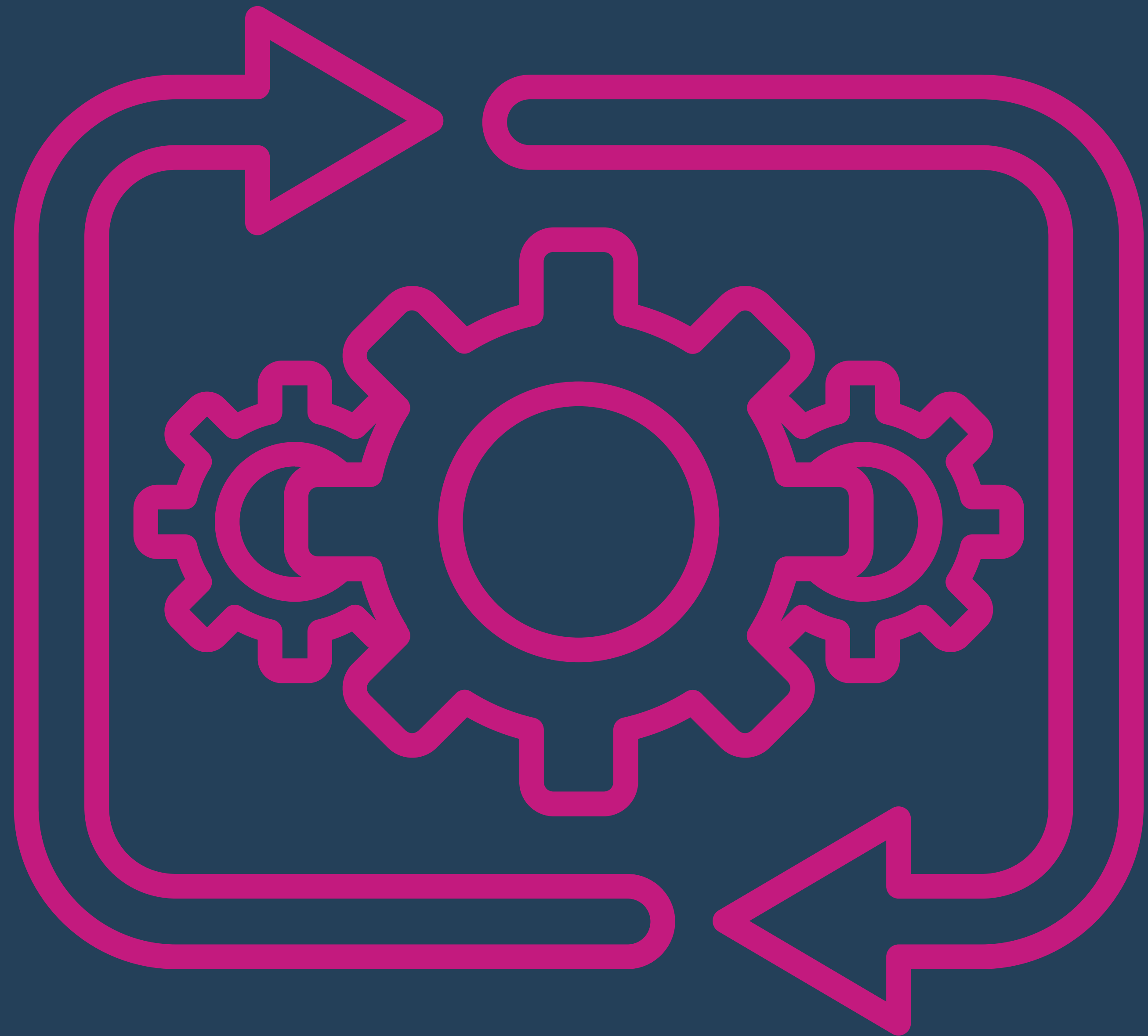
THE
**SUPER
MODEL**



“

**REPETITION MAKES
REPUTATION, AND REPUTATION
MAKES CUSTOMERS.**

Elizabeth Arden

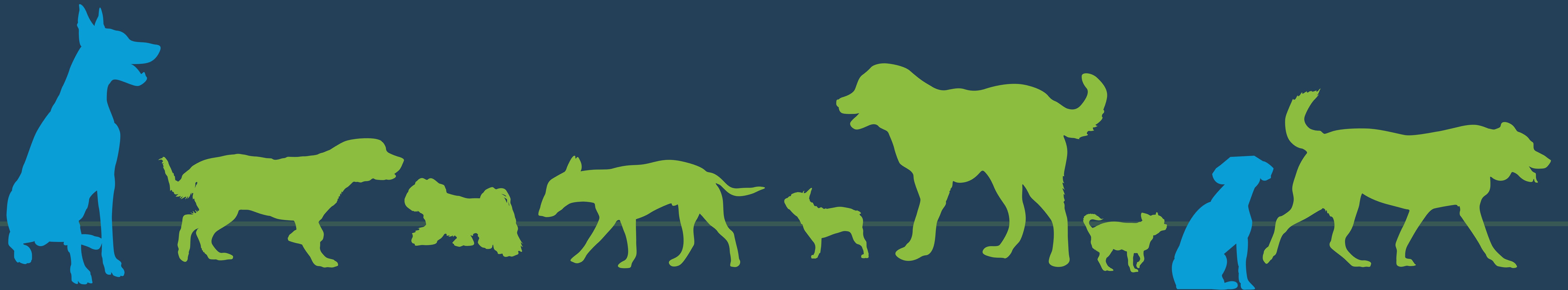


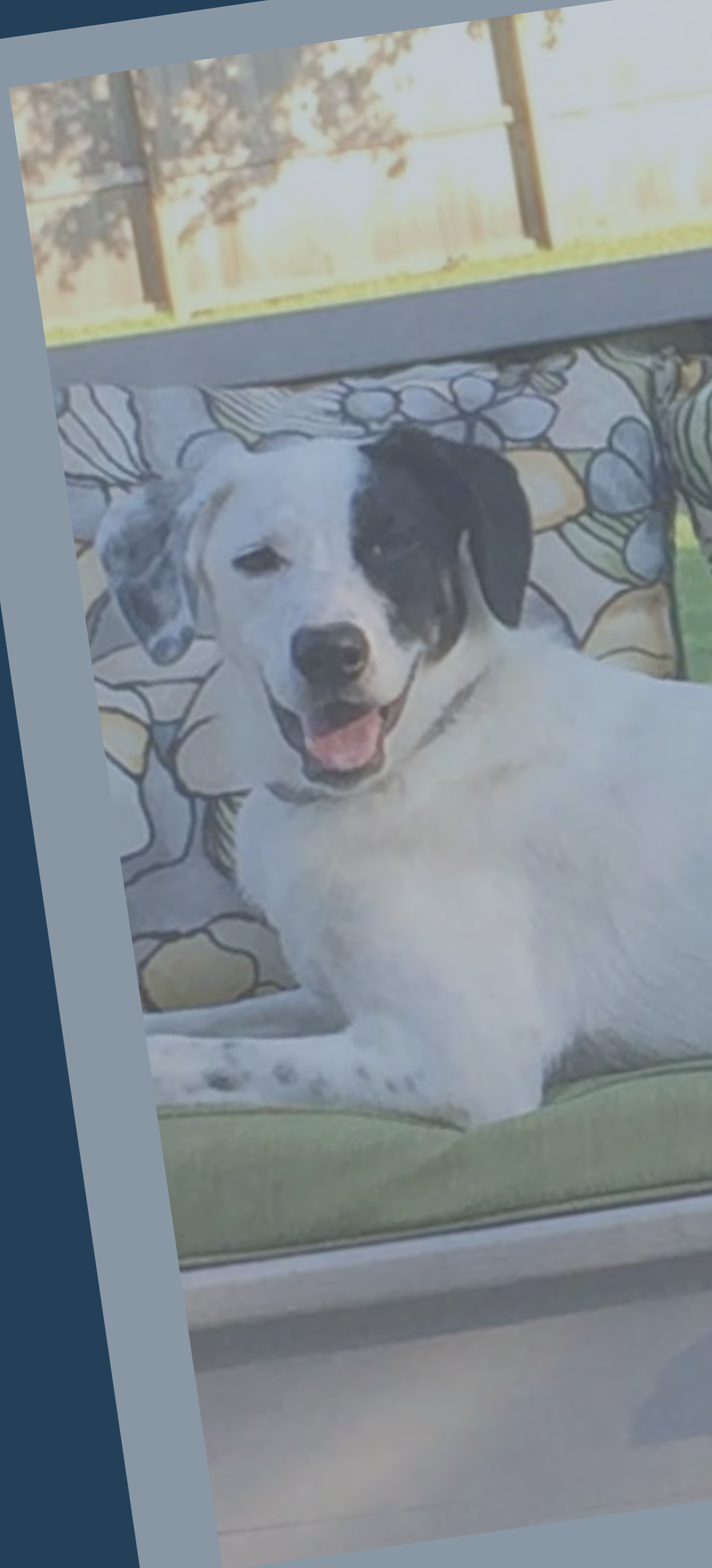
**AUTOMATION ISN'T
GOING TO REPLACE
AGENTS, BUT AGENTS
WHO EMBRACE
AUTOMATION ARE
GOING TO REPLACE
AGENTS WHO DO NOT.**

THE SUPER MODEL



chewy





Bandit & Bear



Hello,

Below/attached please find the RX authorization for order #50262315.

Thanks!
Brittany

Chewy Customer Service

JUN 25, 2017 | 01:00PM EDT

Hi there Brittany,

Thank you so much for sending Bear's prescription directly. I've applied it to your order, and everything's set. Once it ships out, you'll get an email confirmation and a tracking number. If you need anything at all, give us a bark!

We're here 24/7 to lend a helping paw.

Chow-Chow for now,

Kelly R
Customer Service
Chewy

Perfect! Thanks so much for the quick response, Kelly! I really appreciate it - and so does Bear. :)

Have a great day,
Brittany

Chewy Customer Service

JUN 25, 2017 | 01:08PM EDT

Hi there Brittany,

Absolutely, it's our pleasure! We're so thankful every day for each and every wonderful member of our Chewy family, like you. Please tell Bear we said hello--if you ever happen to snap a cute photo of him enjoying his Chewy goodies, feel free to send it our way. We always love meeting our VIPs (Very Important Paws).

We're here 24/7, 365 days a year, rain or shine--if you ever need a helping paw or a listening ear, simply bark in our direction! We're always happy to hear from you. :)

Over and snout,

Kelly R



BRITTANY HODAK



BRITTANY HODAK



Jennifer Brookshire • 2nd
Vice President | Branch Director | Robert Half
5mo • 🌐

Sadly, we lost our family cat this week suddenly and I had to return an order from [Chewy](#) for a special food that we had ordered for him. They sent an email that brought tears to my eyes sending their condolences, giving me a refund and told me I could donate the food. Today we received flowers and the nicest note. In times like these, customer service and kindness matter so much, and I will be a forever customer of [Chewy](#) because of this. I thought I would share here to give some [#goodnews](#) going into the weekend. [#Chewy](#) [#customerservice](#) [#kindness](#)



👍❤️😮 43,935

1,821 comments



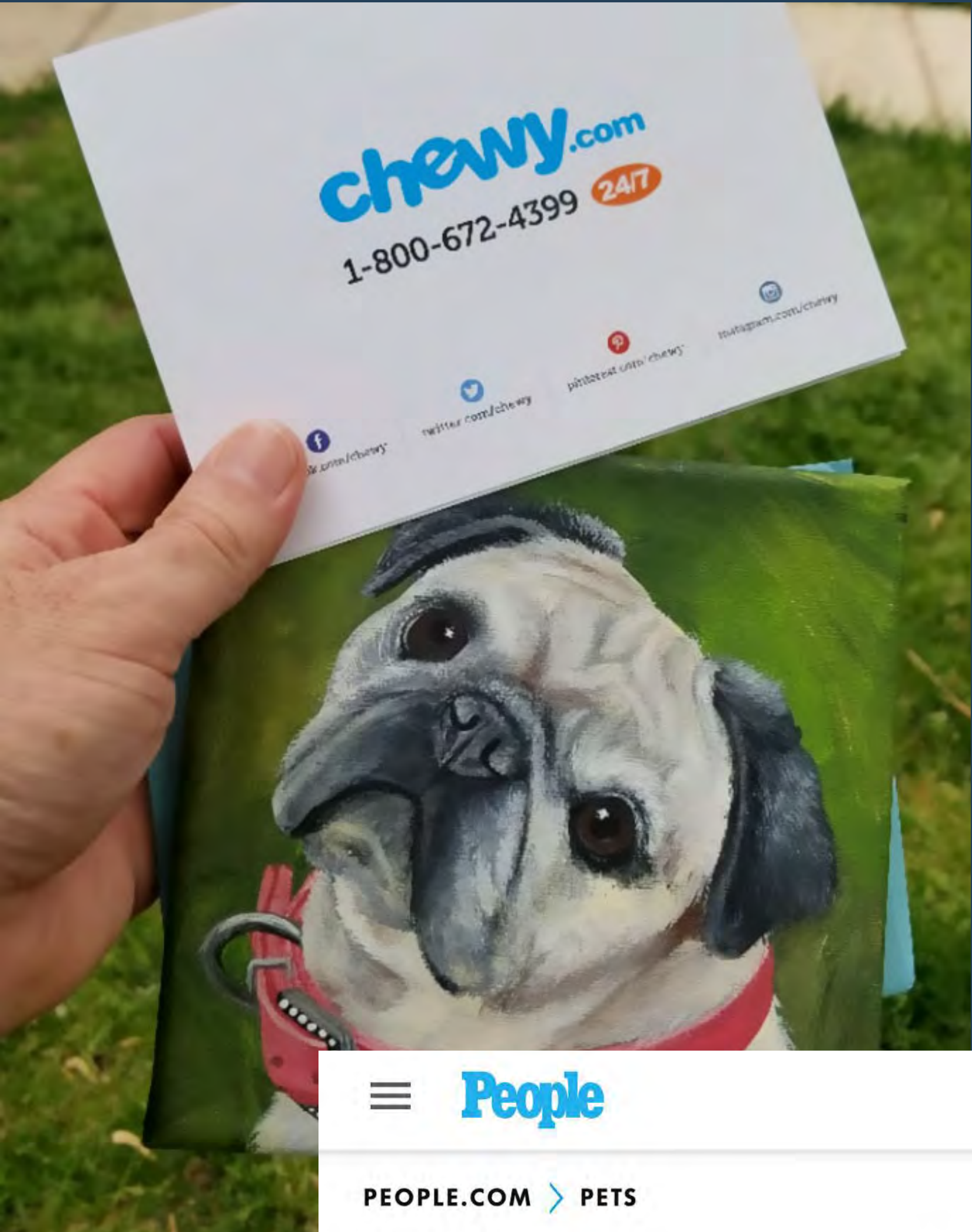
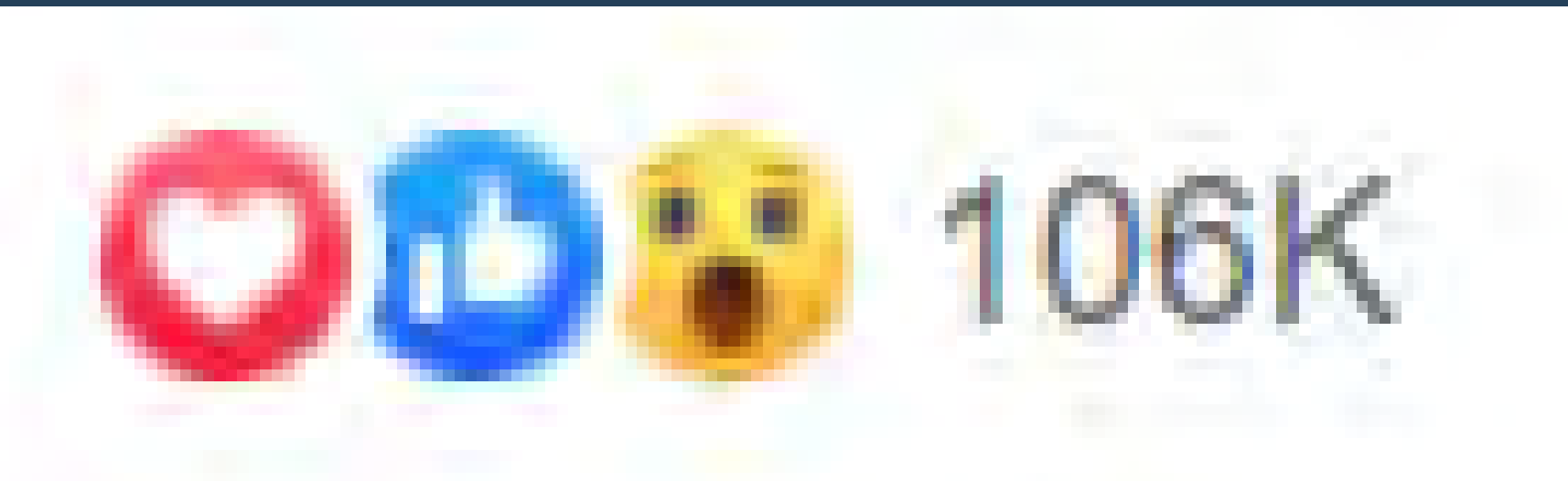
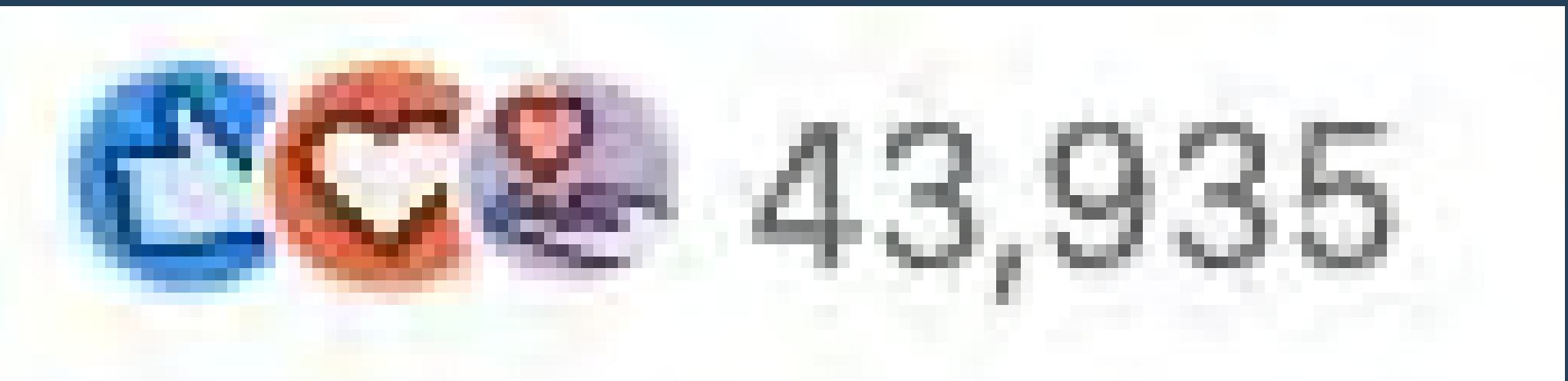
Joseph Inabnet is in Falls Church, Virginia. ...
May 2 at 12:22 AM · 🌐

If anyone has ever dealt with [Chewy.com](#), they probably know just how wonderful their customer service is. But today, it went to the next level. I had to put my Bailey down in October. She had been on prescription dog food, and I had a brand new unopened bag (about \$70). I asked Chewy if I could return it. They told me to donate it instead, and they returned my money. GREAT customer service; right? IT GETS BETTER!! Today, completely out of the blue, I received from [Chewy.com](#) the card and painting below. I have also provided picture of Bailey that I must have uploaded to Chewy at some time. This is a real oil painting, and the artist, [Sharon LaVoie Lamb](#), did an amazing job. I don't know how to make something go viral, but [Chewy.com](#) deserves recognition for their outstanding attention to detail and customer service.

CBS Sunday Morning WJLA-TV (ABC) Good Morning Washington NBC Washington WTOP News Fox 5 DC
[Chewy.com](#)
<https://www.facebook.com/artbysharonlamb/>

👍❤️😮 106K

102 Comments 60K Shares



People

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PEOPLE.COM > PETS

Compassionate Pet Company Sends Moving Gifts to Grieving Pet Parents: 'We Are Part of Their Families'

Pet parents suffering a loss are amazed by the company's unsolicited acts of kindness

By [Nancy Dunham](#) | February 14, 2017 01:05 PM



FB



Tweet



More



chewy

SUPER STORY SPOTLIGHT



S We care about pets and their people



U We know you love your pet, too



P Your pet is the most important pet in the world



E Cards + regular surprise and delight



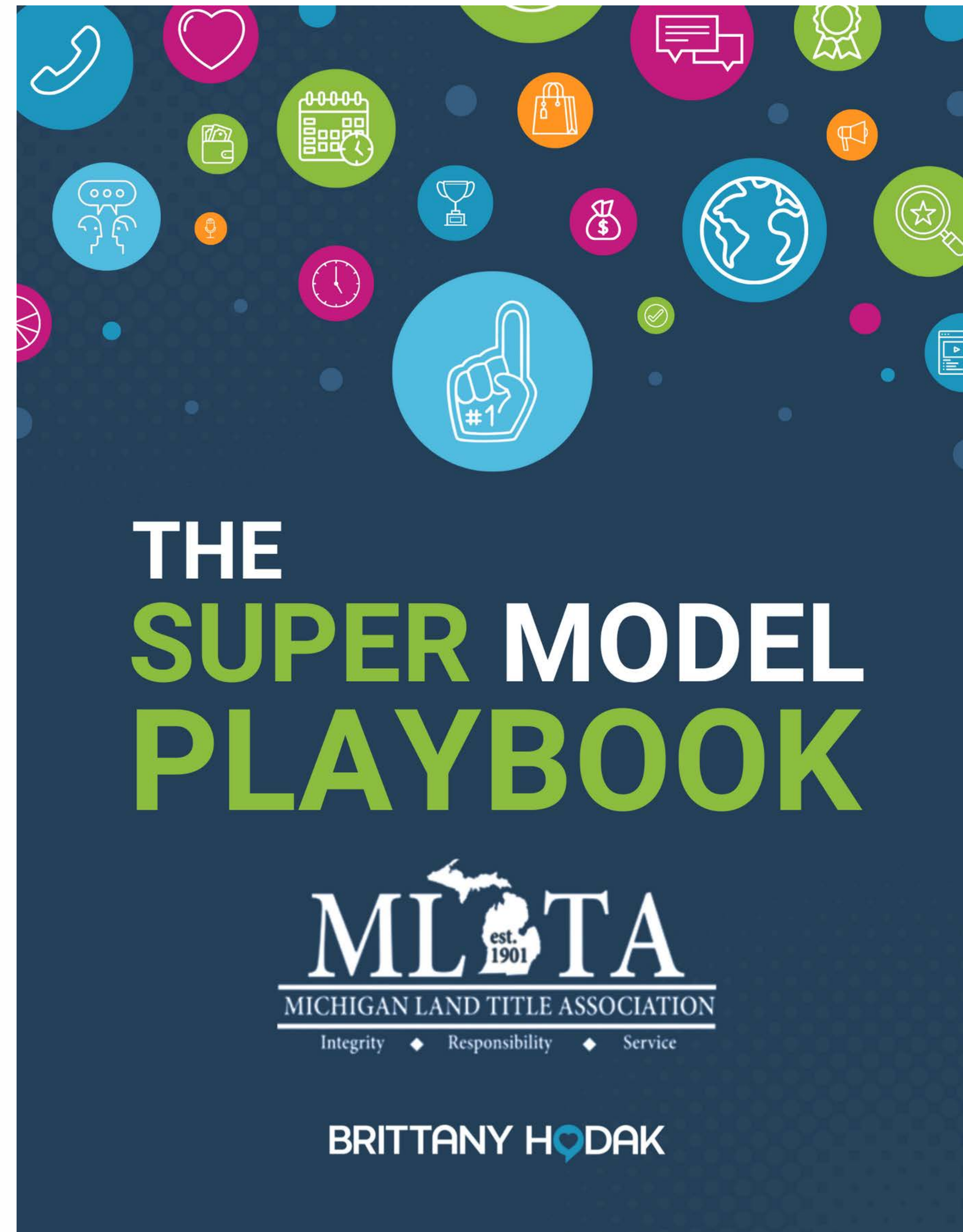
R Systems to ensure every experience is a WOW

THE SUPER MODEL



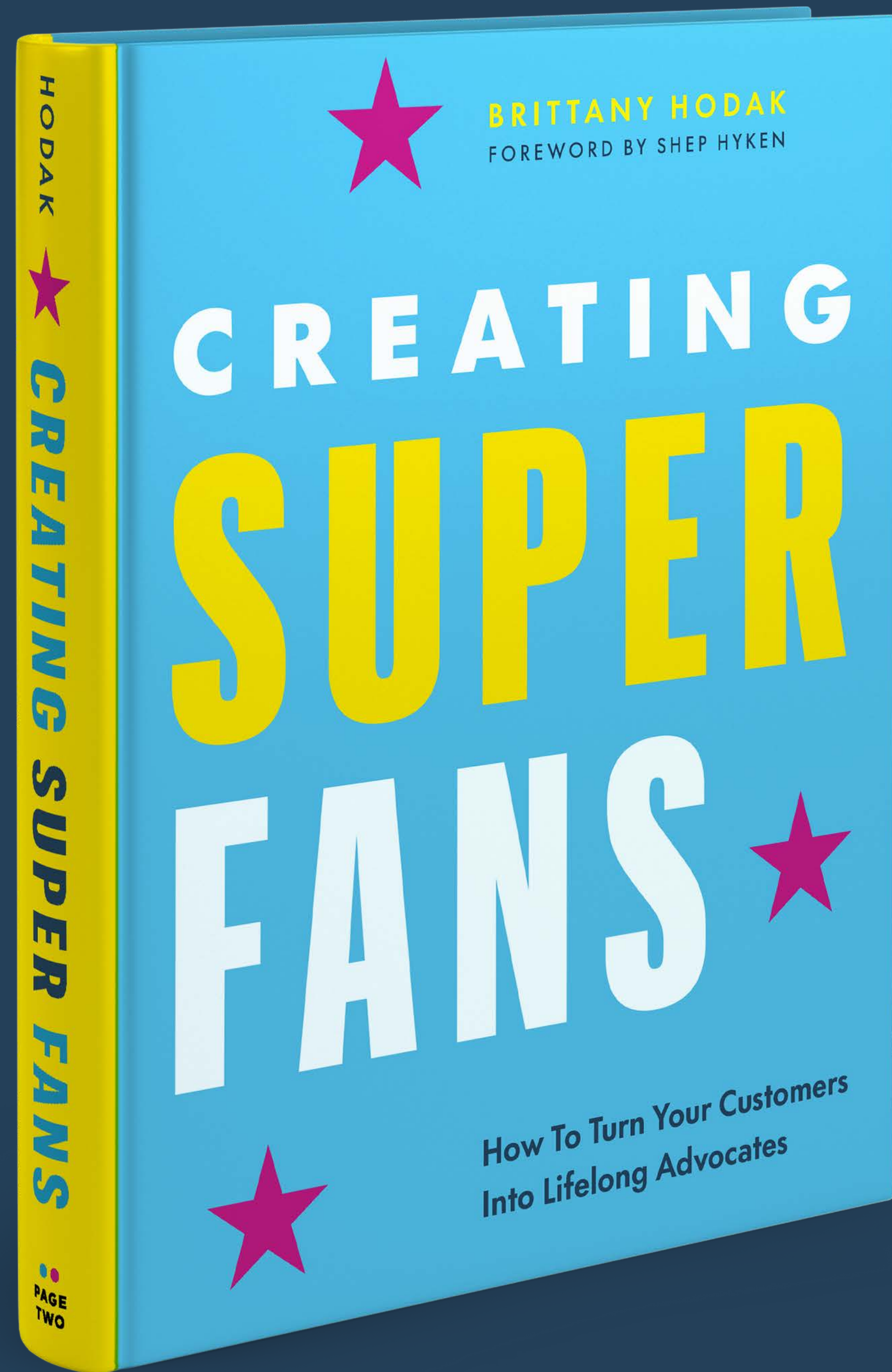
A man with dark, curly hair, wearing a grey suit, a light blue patterned shirt, and a dark tie, stands in front of a background of autumn trees with yellow and orange leaves. The text "T. HANKS" is overlaid in large, white, bold, sans-serif capital letters on the right side of the image.

T. HANKS



SCAN FOR A FREE
PLAYBOOK!





PREORDER NOW