

The Member Experience

April 28th, 2026



Three Economies

Price

Experience

Convenience

Four Reasons People Buy

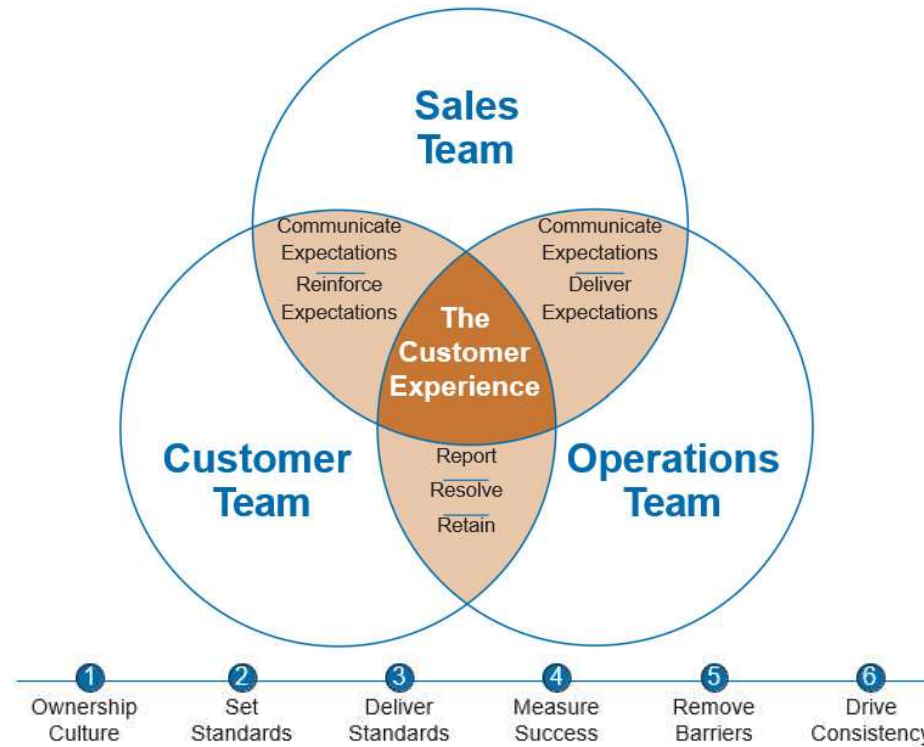
Brand: 19%

Product: 19%

Price: 9%

Experience: 53%

Customer Experience Playbook



Where Have All The Customers Gone?

- 1%** - Died
- 3%** - Moved away
- 4%** - Naturally float
- 5%** - Change on a friend's recommendation
- 9%** - Can buy it cheaper somewhere else
- 10%** - Are chronic complainers
- 68%** - Go elsewhere because their expectations were not met

Be Glad They Told You!

- **96%** of unhappy customers never complain.
- **91%** of those who don't complain will not buy again from the business that offended them.
- The average unhappy customer will share the negative story with at least nine other people.
- **13%** will tell more than **20** people.
- The average unhappy customer will remember the incident for **23 ½** years.
- The happy customer will talk about the pleasant experience for **18** months.

A “Clear” Model for Problem Solving

Calm

Listen

E³ empathy, explain, expectation

Agree to a solution

Respond and follow up

The Good News!

- Customers who complain to an organization and have their complaint satisfactorily resolved tell an average of five people.
- Between **54%** and **70%** will do business again with the organization if their complaint was resolved.
- That figure goes up to a staggering **95%** if the customer feels the complaint was resolved quickly.

Hospitality Language

How may I help...

Let me suggest...

I'd like to ask you...

It's my pleasure...

We appreciate your business

Thank you...You're welcome

I'd be happy to...

**The Answer
Should Always Be
“YES!”**

Sample Five Star Standards

Increase your
“5 Star Reviews”
by having your customers hold
your team accountable.



FIVE STAR STANDARDS (Our Commitments to Our Customers)

- ★ Genuine Warm Welcome to Each Customer
- ★ Clean, Organized and Safe Environment
- ★ Approachable, Knowledgeable and Friendly Team Members
- ★ Beautiful Selection of Happy Healthy Plants and Produce
- ★ An Exceptional and Consistent Customer Experience

FIVE TOUCHES & FIVE TALENTS

SETTING STANDARDS OF EXCELLENCE

1st
TOUCH



2nd
TOUCH



3rd
TOUCH

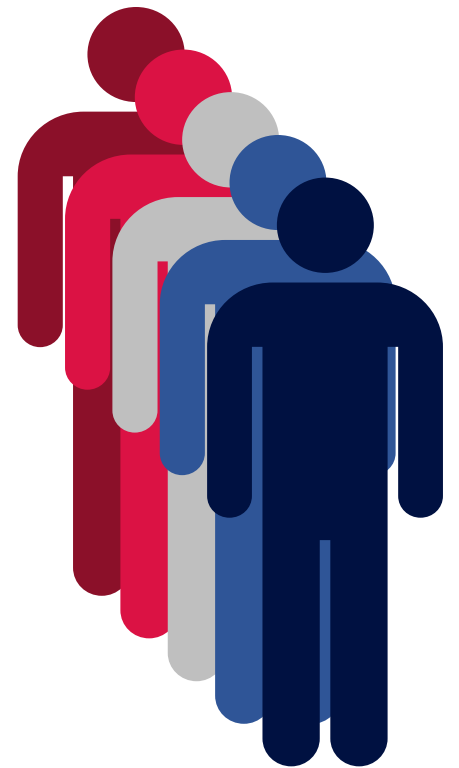


4th
TOUCH



5th
TOUCH







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