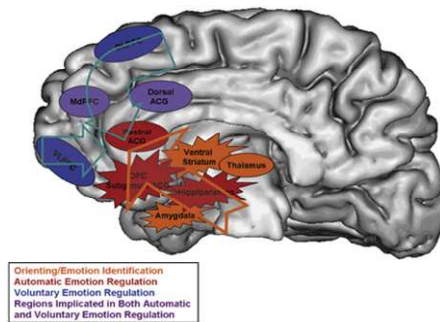


How we make decisions (Abridged)

- A region of the brain called the orbital frontal cortex, located right behind the eyes get stimulated.
- It encodes the visual and other cues that people and animals use when making decisions about behavior or during the learning process
- It sends messages to areas of the brain connected to memory, emotions, and the physical body
- The decision or judgment is made (on average) in 300-700 milliseconds



What a space means to.....

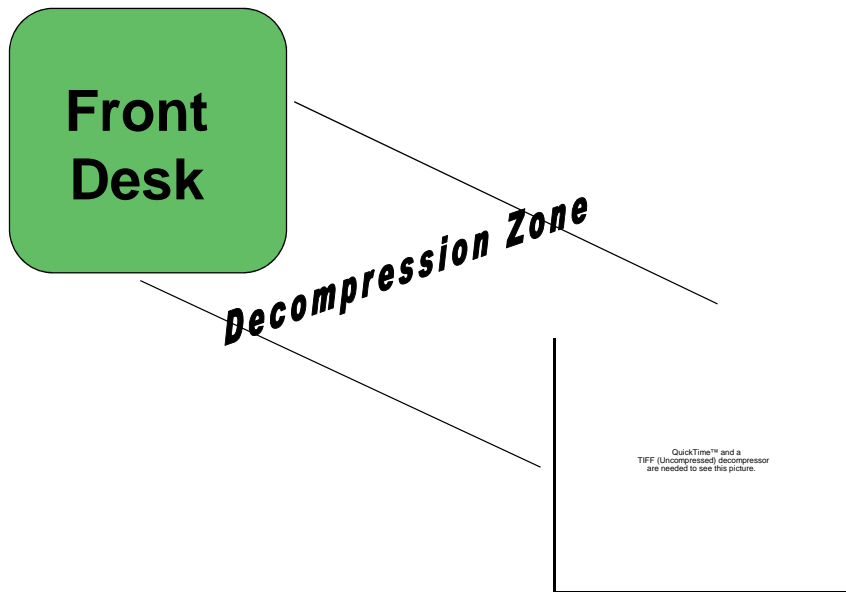
An Adult

- Equality
- Freedom from routines
- Trust
- Connectedness
- A feeling of special-ness

A Child

- Sense of ownership
- Sensorial richness
- Emphasis on being not doing
- Sense that one is trusted by adults





Sample elements of a customer's first experience.

Lighting

~~“Light only affects feelings of a room, of mood, of comfort, of invitation”~~
- ~~Inis~~

Lights create all the color spectrum and can increase a colors psychological imprint.

Orange's and reds can over stimulate both adults and children, **HOWEVER**, when they are lit with dimmer, warmer lighting, consumers responded they felt they we're more comfortable buying a better quality product.

Greeting

In the first seven seconds, a customer will judge your employee in eleven different ways:

- cleanliness
- knowledge
- professionalism
- friendliness
- helpfulness
- courtesy
- credibility
- confidence
- attractiveness
- responsiveness
- understanding

Body language during this seven second accounts for 55% of this first impression!

What Questions do we want to Ask?

- Is this your first time in the museum?
- do you think you would come often enough for a membership?
- Basic elements such as “Hello”, eye contact, greeting the child

What Retailers have learned

80/20 Rule:

80% average of yearly sales are made by the top 20% of the customer



Customer "loyalty card" programs launched heavily in the 1980's/90's



Customers using "loyalty cards" when shopping, will spend...

250% MORE than a customer using cash, check or debit/credit

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

Customer Satisfaction

Happy customers will tell 4-5 people about their experience!

Unhappy customers tell 9-12

Customers defecting to spend their time and money elsewhere can really hurt the bottom line...

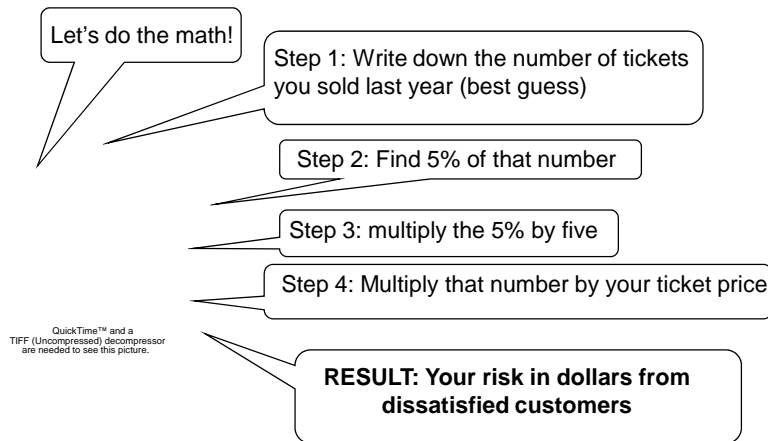
So much so that if company's eliminated even 5% customer defection, they could increase Profits by an average of +25%

Two thirds of customers don't feel valued
By those serving them.

Only 1 out of 25 dissatisfied customers will tell you how they feel!

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

Activity!



Because decisions are partly made through the part of the brain that controls memory,

- informational
- surprising
- fun
- clean
- safe
- responsive
- appreciated
- valued
- welcomed

It would make sense that the more consistently memorable their first experience is, the more they want to come.

How to Get the Right People on the Bus, InterActivity 2009

Diversity Resources:

Basic Concepts of Intercultural Communication, Selected Reading,
edited by Milton Bennett

Emotional Intelligence and Diversity Series
by Jorge Cherbosque, Lee Gardenswartz and Anita Rowe

Consulting organizations that work nationally regarding cross cultural effectiveness and various aspects of service delivery I would suggest are the Institute for Intercultural Communication (in Portland) www.intercultural.org; Emotional Intelligence and Diversity Institute www.EIDI-Results.org; and TACS www.tacs.org

Consumer Behavior and Instinct Resources:

www.consumerpsychologist.com Lars Perner Ph.D, University of Southern California

“*blink*” (Or ANY book) Malcom Gladwell

“*The Pursuit of Wow*” Tom Peters, 1994

SAMPLE STAFF SHOP SHEET

Staff member:

Date of observation:

Did the staff member acknowledge the customer right away?

Y N why:

Did they ask the right questions?

- **“Is this your first visit?”**
- **“Would you like a map?”**
- **“Would you be interested in Membership information?”**

Was the transaction timely and accurate?

Additional Notes:

Staff Signature:

Supervisor Signature:

How to Get the Right People on the Bus, InterActivity 2009

I have received several inquiries into what Operating/Point of Sale System we use at our Museum.

We use a Microsoft based point of sales system called RMS. We used to use VISTA, but were looking for a more sales friendly approach that would allow for more flexibility, and so transitioned a little more than a year ½ ago. It has been amazing, and helped to save us money.

I spoke to the group that helped get us set up, and the head said that he would be more than happy to speak to any and all museums interested in a demonstration Online. (Plus he is a really fun, honest guy!)

Feel free to reach out to him:

Dan King

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503-235-4656