

**— How To —  
SPEAK FLUENT**

The Language Of  
High-Spending, Loyal,  
Raving Customers.

🌊 Ron@RonRuth.com 🌊  
🐦 @ronruthkc

#CustomerExperience #Inspiramaginativity





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**W**rap your customers in a  
warm, fuzzy blanket of care.

**O**bsess over details.

**W**alk your why.

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**rap your customers in  
a warm, fuzzy blanket  
of care.**



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**Customer Service =**

**Doing What's Necessary.**



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**Customer Experience =  
How The Customer FEELS.**

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**Do your customers FEEL  
valued, special, important...**

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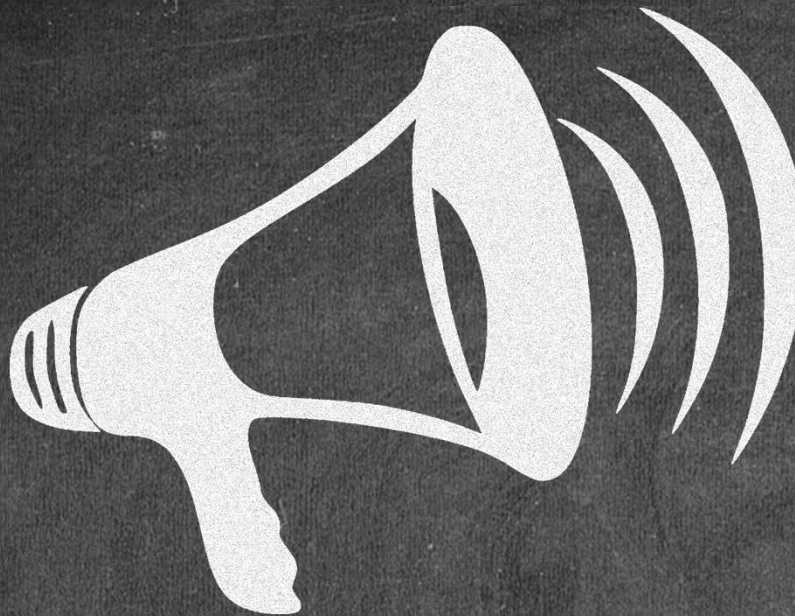
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**Taking responsibility, even  
if it's not your fault, is  
worth it's weight in gold in  
customer trust and loyalty.**



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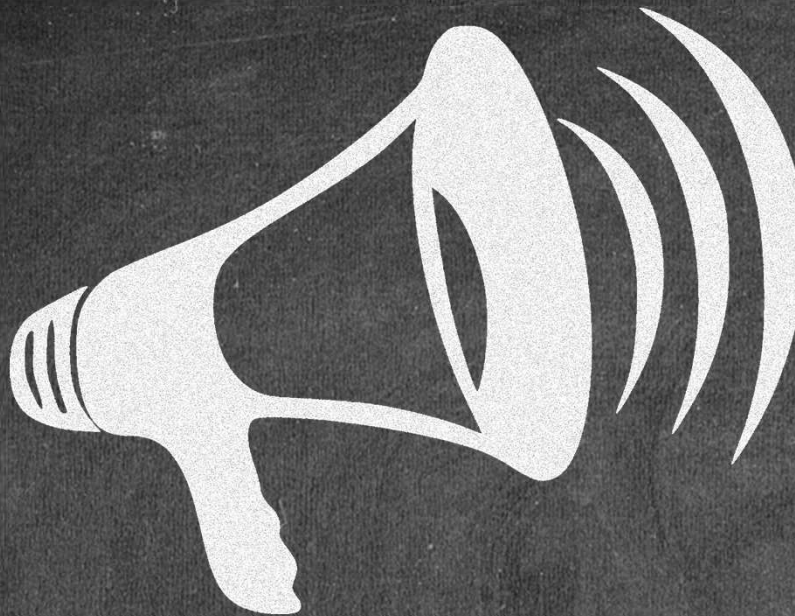
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**Doing what is in the best  
interest of the customer  
produces an abundance  
of goodwill & revenue.**



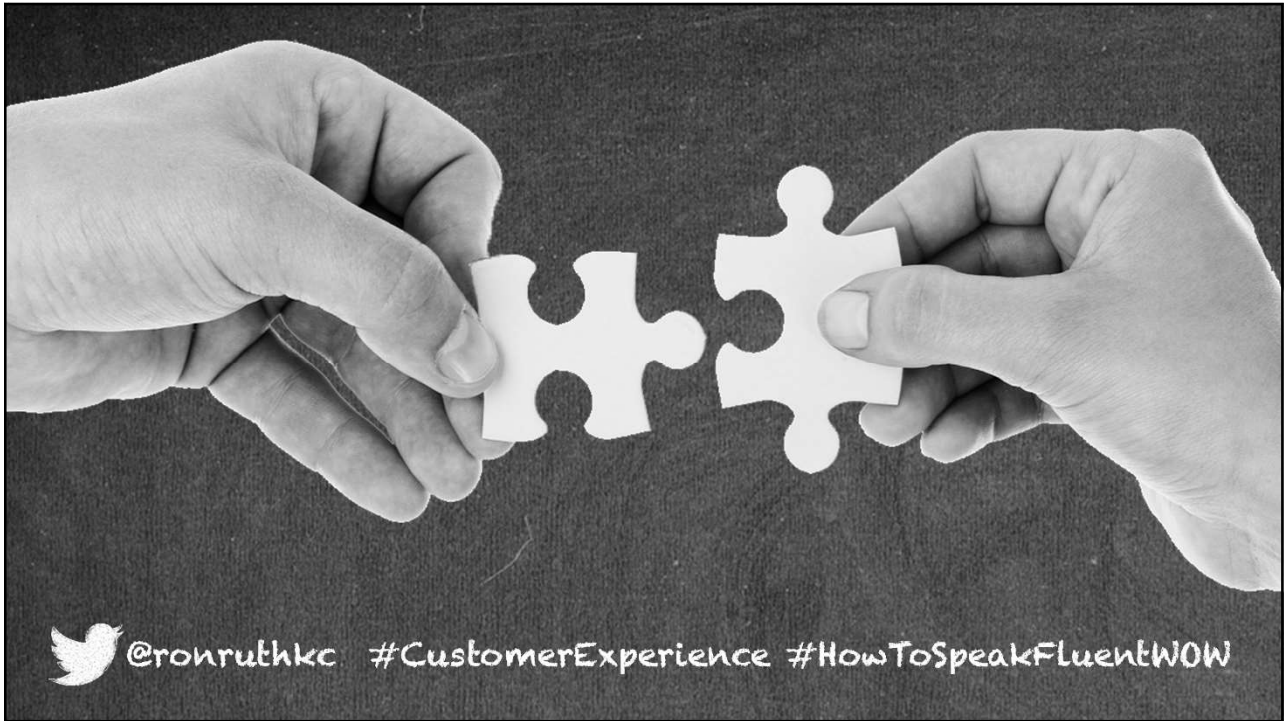
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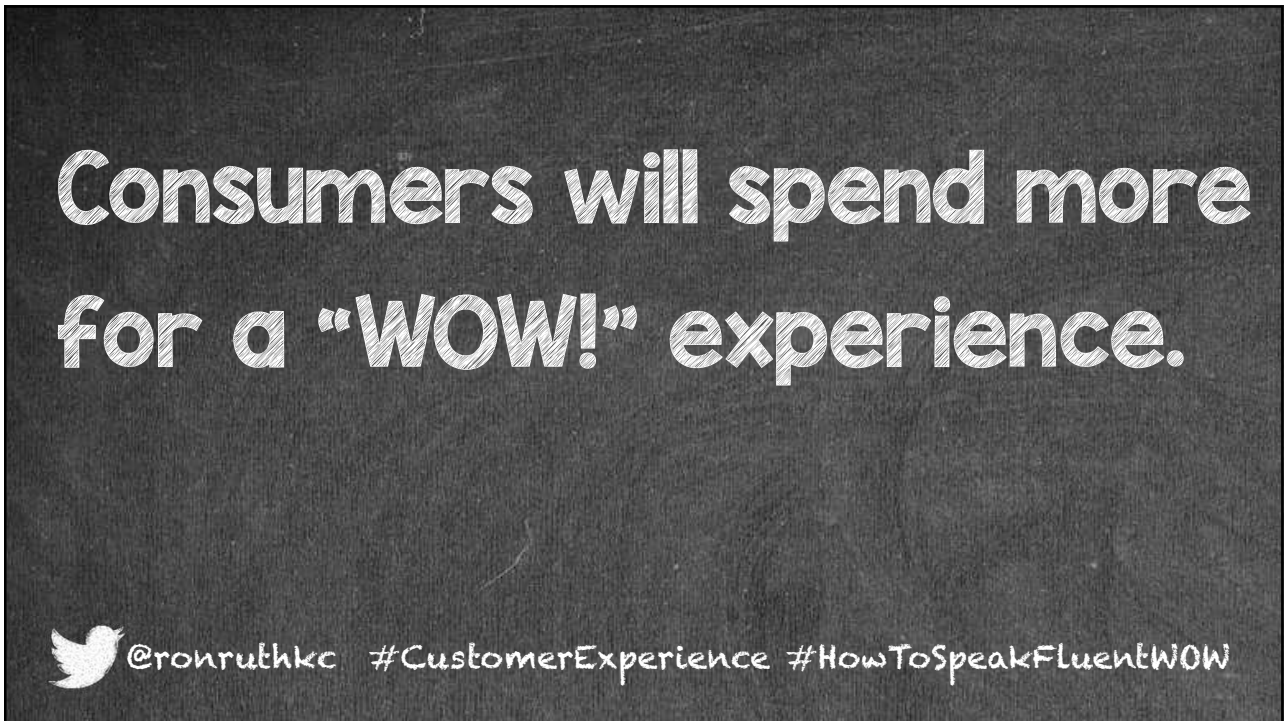
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**Why will customers pay  
more for "WOW!" CX?**

**Because they \_\_\_\_\_  
the experience more.**



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**Why will customers pay  
more for "WOW!" CX?**

**Because they VALUE  
the experience more.**



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**Obsess over details.**



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**“We solve our customers’  
problems, before they  
become problems.”**



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**Customer Experience:**

**Be proactive in serving  
the customer.**



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**To be different, you  
must think DIFFERENTLY.**

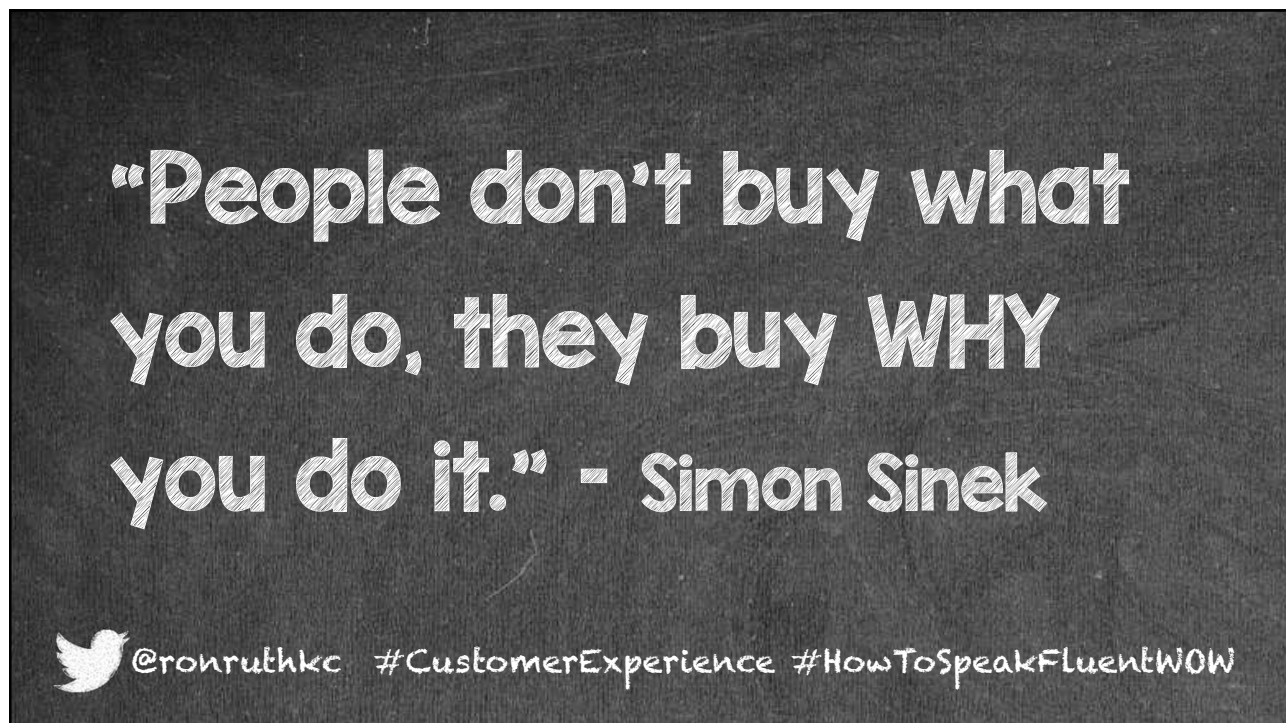


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MY MODERN MET  
SHARE | INSPIRE | CONNECT

POPULAR ▾ MORE TOPICS ▾ 

# Floral Designer is Turning NYC Trash Cans into Giant Vases Overflowing with Flowers

By Kelly Richman-Abdou on May 9, 2017



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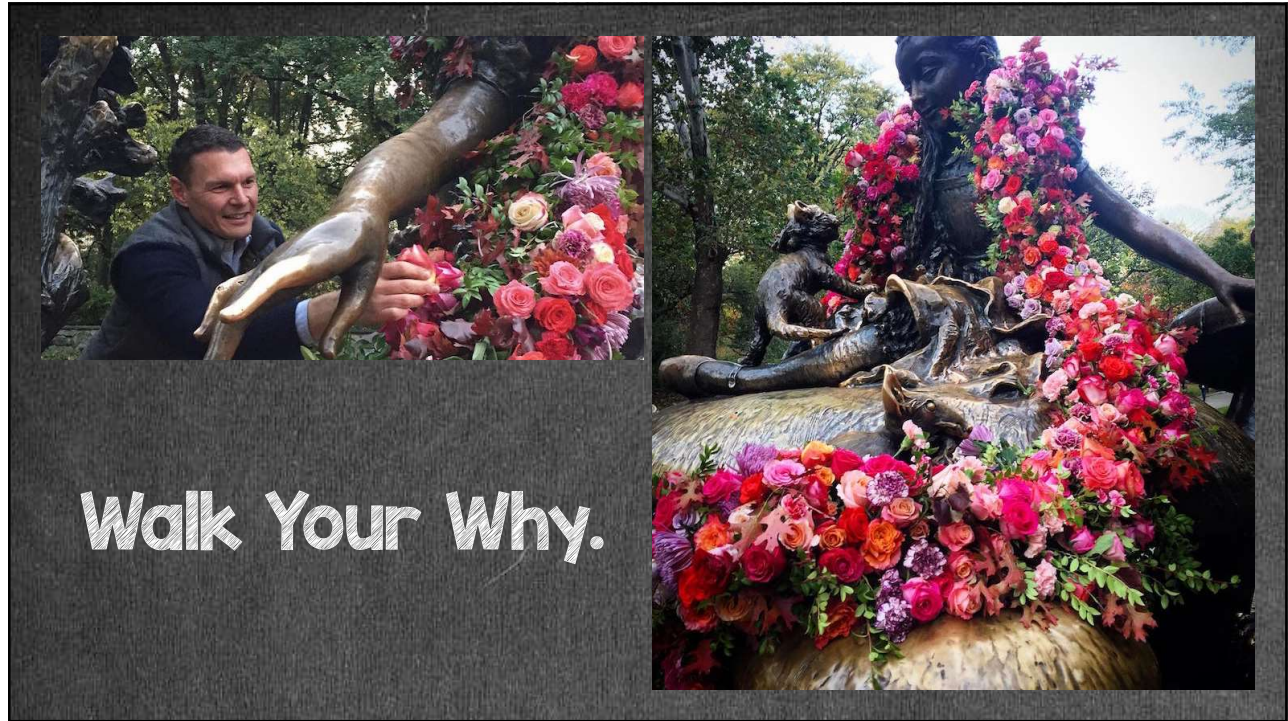


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**Walk Your Why.**

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“I am in the business of fantasy and flowers, and it’s my job to transform key moments in my clients’ lives into joyful, everlasting memories... and to try to create an emotional response through flowers.”

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**What is your PURPOSE?**

**What is your WHY?**



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**Your purpose is a  
PROMISE to make a  
DIFFERENCE in the lives of  
the people you SERVE.**



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# You're Invited...

...to a COMPLIMENTARY, ONE-HOUR  
CUSTOMER EXPERIENCE DESIGN  
CONSULT.

[RonRuth.com/WOW](http://RonRuth.com/WOW)



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