

Anatomy of the WOW

Event/Event Phase	WOW Impact: Customer Experience	WOW Impact: Associate's Experience	WOW Impact: Supervisor/Mgr Experience	WOW Impact: Company Experience/Reput'n
A mistake is made (bag lost)	Negative	Negative	Neutral	Negative
A small, logical action was taken to correct it	Positive	Positive	Neutral	Positive
Another problem is anticipated (blister)	Negative	Negative	Neutral	Negative
The employee isn't empowered to prevent the new problem and no manager is available to authorize it; customer is forced to choose between two bad "solutions" ("lesser of two evils" chosen)	Negative	Negative	Neutral	Negative
The new problem inevitably occurs	Negative	Negative	Neutral	Negative
Time lapses between problem and resolution/ service recovery action	Negative	Negative	Neutral	Negative
Manager is available and fixes the problem	Positive	Neutral	Positive	Positive (maybe)

Summary of everyone's experience:

Customer:	Negative	Doubly Negative	Positive
Employee:	Negative	Doubly Negative	Neutral
Manager:	Neutral	Neutral	Positive
Company:	Negative	Doubly Negative	Positive

Where's the WOW for anyone – but most especially for the associate?

Not only are there too many negative impacts on the customer, but there are hardly any positive impacts on the associate in this situation!

