



Great Ideas For Customer Experiences

Four Rules For Motivating Customers

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You've launched your do-it-yourself service, and now you want customers to perform. Time for some motivation! Incentives are an excellent way to motivate customer performance – but be careful. If not well planned, your customer experience might reward the wrong behaviors. The following four rules ensure that your motivational strategy is sound.

1. The Experience Should Reward Customers When They Do Things Right

There are always two rewards for customers. First, there is the primary reward – that the good or service works the way it should. Then, there is the secondary reward, which offers the customer something extra for their efforts. When Southwest Airlines launched southwest.com, the primary reward was greater control over reservations. The secondary reward was double Rapid Rewards credit when you booked your ticket online.

2. The Experience Should Punish Customers When They Do Things Wrong

The travel industry has shifted the work of making reservations to customers through online services. Because of this, companies now charge customers to make reservations directly with an agent over the phone. This charge is essentially a punishment for doing the wrong thing – not making your reservation online. Other industries have their own punishments. Banks fine customers when they bounce a check. Restaurants charge fees for no-shows. Retail stores charge a restocking fee for returned merchandise.

3. The Experience Should Not Unintentionally Punish Customers

Is your store too cold? Too hot? Is the user interface of your online service difficult to use? These situations, in the minds of customers, reflect unintentional punishments. They want to use your goods or services, but there is something about the experience that is annoying – hence, punishing. Keep on the lookout for these situations and remove them – or offer customers a reward to counteract the effect.

4. The Experience Should Not Unintentionally Reward Customers When They Do Something Wrong

By appearing helpless, inept, difficult, self-important, charming, or disinterested, customers can shift the tasks they are supposed to be doing back to the company. And when companies assume those tasks, they are rewarding customers. The next time a customer demands special privileges, abuses service workers, or extracts more than they are entitled to from a company, be careful how you respond. If you reward undesired behavior, it will only continue.

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