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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Are you going out of your way to add value and build customer loyalty?

Marriott Hotels has come up with a wonderful way to add value and build customer loyalty. Earlier this month I was booked to stay at the Singapore Marriott for four days as part of an around-the-world speaking tour. On February 27th, I received an email from the Marriott E-Concierge telling me how much they were looking forward to my visit. The email confirmed all the details of my reservation and delivered valuable information to make my visit more productive and less stressful. They included information about...

- a) The facilities, amenities, restaurants and services at the hotel.
- b) Transportation from the airport including the cost of a taxi or train, plus car rental info with special rates for Marriott guests.
- c) A 10-day weather forecast for Singapore.
- d) What’s happening in Singapore during my stay, including info on concerts, theatre, festivals, events, night clubs and restaurants....along with a reminder that the hotel Concierge will be happy to make reservations or book tickets for me.

At that point I was still five days away from my stay with these folks and I was loving them already. I felt important, special and appreciated. I could plan my time in Singapore more effectively, make sure that I had the right clothes for the weather and I didn't have to guess which was the best way to get to the hotel from the airport. Very neat.

So, the question for your business is what information, help, coaching, services, support, amenities or assurance do your customers need to have a complete, extraordinary and stress-free experience with you and what you sell? And, then, will you go out of your way to proactively deliver that in a way that makes your customers feel important, special and appreciated?

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.