



# Bridgeway to Success™

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**IMPROVE THE  
SINGLE MOST  
IMPORTANT  
THING.**

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## One Question to Drive Extraordinary Service

Your evening at the highly rated restaurant is winding down. Yes, the food was tasty but it wasn't as warm as you like. And you resent paying nine dollars for three pieces of lettuce with a few walnuts and cranberries. The maitre d' approaches your table and smiles. "How was everything this evening?" Almost instinctively you answer, "Fine."

Such an interaction is played out countless times each day. Most dissatisfied customers mask their dissatisfaction then simply choose not to return. Worse, they become detractors - active agents who harm your brand by sharing their experience with others.

The opportunity for candid customer feedback is a potential goldmine. Yet it is often squandered. Why? It overlooks the one, follow-up question that can uncover the seeds of both dissatisfaction and delight: *"If there was one thing we could do to make your experience even better next time, what would that be?"*

One thing. Just one thing. Track the "one things". Chart their frequency. Most importantly: act on them. Then watch your service go from ordinary to extraordinary.

Michael Canic