

Customer WOW Worksheet

Company Name: _____

Product / Service: _____

Brand: _____

"Must Haves"

Service Recovery

Customer Experience	Current State	Future Plan
Must Haves: Basic Needs Must be Done Right (Deliver Must Haves)		
Satisfiers: More Is Better Increases Customer Sat (Maximize Satisfiers)		
Delighters: Emotional Connection or Unexpected Surprise (Create Delight)		