**CUSTOMER EXPERIENCE : Taking Ordinary to EXTRAORDINARY at the Door**

**Objective:** Use this guide to show team members what ordinary customer service looks like at the door, and then empower them to create their own extraordinary customer experiences.

**Time:** 20 minutes

**Instructions:**
- Say the information in the left column, then ask the team member to answer the question or perform the activity in the cell immediately to the right. Then proceed to the next row.
- Items (formatted like this) are instructions/possible responses for you to share with team members.
- Offer positive feedback after team members demonstrate their extraordinary approach.

**Introduction**

It’s very easy for delivery experts to fall into the same-old customer interaction at every door: “Here you go. That’ll be $21.50.” That’s nice, and if you do it with a smile on your face, your customers won’t have anything to complain about.

But we’re in the hospitality business, not the complaint-avoidance business.

The good news is, most companies say and do the same things when they deliver food to people’s houses, so it’s easy for us to do just a tiny bit extra to make our customers’ ordinary experience “extraordinary.”

What are a few little things you know you can do at the door to add a little “extra” hospitality?

The little things make a big difference.
- Smiling
- Wearing a great uniform (people want to feel safe when you come up to their door)
- Being genuine
- Saying “Enjoy your meal” and “Thanks for your business.”

Those are all the ordinary little things. I want you to come up with some extra things you could do in each of the following situations. I’m going to describe the situation, then I’ll play the role of the customer at the door.

**Scenarios**

1. **A mom answers the door and her 2 small kids are yelling, “Pizza! Pizza! Pizza!”**
   - Show me an extraordinary way to interact with these customers. *(Acknowledge the kids. Say hello. Thank them for ordering pizza. See if the mom is okay with you handing them some small items—drinks, sides, etc.)*

2. **A dog is barking like crazy and the customer is yelling at the dog while opening the door. She apologizes to you for her dog.**
   - How would you handle this situation? *(Ask questions about the dog. Say the dog looks cute. Tell her you love dogs. Say something like, “Sounds like even dogs love Domino’s!”)*

3. **Just a normal delivery—no kids or pets or anything out of the ordinary.**
   - Most of your deliveries will be pretty uneventful. What types of things will you look for that might give you an opportunity to provide extraordinary service? *(Something that indicates that they like a sports team. A nice yard. “I really like this neighborhood.”)*

**Closing**

It’s the small things that matter. A simple comment like, “Nice house” makes a person feel proud. Do everything you can to make a customer’s day—customers are the reason we’re here.