



Transcript from December 10, 2010 to December 11, 2010

All times are Pacific Time

December 10, 2010

- 3:57 am **wilsonellis:** Tomorrow's #kaizenblog - "Marketing Solar System-Integrating Marketing & Customer Care" Fri, 12pm ET <http://om.ly/BFyxz>
- 11:47 am **3keyscoach:** Today at 12pm ET, join me for #kaizenblog w/ guest host, @wilsonellis Topic: "Marketing Solar System-Integrating Mktg & Customer Care"
- 11:49 am **sanchezjb:** RT @3keyscoach Today at 12pm ET, #kaizenblog w/guest host, @wilsonellis. Topic: "Marketing Solar System-Integrating Mktg & Customer Care"
- 1:04 pm **jgibbard:** Friday: a day for wearing jeans, eating lunch with the @devinepowers team and #kaizenblog.
- 1:17 pm **JGibbard_DP:** Friday: a day for wearing jeans, eating lunch with the @devinepowers team and #kaizenblog.
- 1:44 pm **3keyscoach:** @sanchezjb Thanks, Joe for RT. Looks like an interesting twist on marketing relationships. :) #kaizenblog
- 1:48 pm **parissab:** @3keyscoach Hello! May I ask what today's topic is? I've missed participating #kaizenblog
- 2:09 pm **3keyscoach:** @parissab Hi there! Good to hear from you. Today's topic is "Marketing Solar System-Integrating Mktg & Customer Care" #kaizenblog
- 2:26 pm **wilsonellis:** Counting down to #kaizenblog. Join me & @3keyscoach to discuss the Marketing Solar System <http://om.ly/BFxhs> today at 12pm ET
- 3:03 pm **parissab:** @3keyscoach Thank you! #kaizenblog
- 3:47 pm **CASUDI:** RT@wilsonellis Counting down to #kaizenblog. Join me & @3keyscoach to discuss the Marketing Solar System <http://om.ly/BFxhs> 2day at 12N ET
- 3:50 pm **CathyWebSavvyPR:** RT@wilsonellis Counting down 2 #kaizenblog. Join me & @3keyscoach 2 discuss the Marketing Solar System <http://om.ly/BFxhs> 2day 12N ET
- 3:56 pm **wilsonellis:** @CASUDI @CathyWebSavvyPR thank you for the RT's. Ladies, will I see you there? Please come. #kaizenblog

- 4:31 pm **3keyscoach:** In 30 minutes, #kaizenblog w/ guest host, @wilsonellis Topic: "Marketing Solar System-Integrating Mktg & Customer Care"
- 4:45 pm **3keyscoach:** For today's #kaizenblog discussion, read these framing posts bit.ly/hNP1a9 by @wilsonellis What's in your marketing solar system?
- 5:01 pm **3keyscoach:** Hello and welcome to #kaizenblog! Who's here today? #kaizenblog
- 5:01 pm **TanjaZieg:** I'm here at #kaizenblog today! Yay!
- 5:02 pm **pprothe:** Good morning #Kaizenblog - will be in and out today!
- 5:03 pm **wilsonellis:** I'm here and looking forward to it. #kaizenblog
- 5:03 pm **jgombita:** @3keyscoach @wilsonellis it's not hotlinking (I tried earlier). #kaizenblog
- 5:04 pm **jgombita:** Feeling a sense of peace and goodwill as I enter this chat. #kaizenblog
- 5:04 pm **parissab:** a bit late #kaizenblog
- 5:04 pm **3keyscoach:** I'd like to welcome Debra Ellis @wilsonellis as our guest host today (I'm your regular host for this chat) #kaizenblog
- 5:04 pm **3keyscoach:** Ooh...RT @jgombita: Feeling a sense of peace and goodwill as I enter this chat. #kaizenblog
- 5:04 pm **TanjaZieg:** hi Debra! #kaizenblog
- 5:05 pm **3keyscoach:** @jgombita Hello, what's not hotlinking? #kaizenblog
- 5:05 pm **wilsonellis:** @jgombita the framing post? Try this: <http://bit.ly/eBILvz> #kaizenblog
- 5:06 pm **jgombita:** @3keyscoach the framing post (which @wilsonellis just re-posted--thanks!). #kaizenblog
- 5:06 pm **3keyscoach:** For today's disc read these framing posts <http://bit.ly/hNP1a9> by @wilsonellis What's in your marketing solar system? #kaizenblog
- 5:06 pm **wilsonellis:** @3keyscoach Thank you, Elli. I'm honored and excited to be here. #kaizenblog is a great community
- 5:06 pm **3keyscoach:** I just reposted too. RT @jgombita: @3keyscoach the framing post (which @wilsonellis just re-posted--thanks!). #kaizenblog
- 5:07 pm **wilsonellis:** @TanjaZieg Hi Tanja. Thank you for coming. #kaizenblog
- 5:07 pm **3keyscoach:** Today's topic: Topic: "Marketing Solar System-Integrating Mktg & Customer Care" #kaizenblog
- 5:07 pm **3keyscoach:** @TanjaZieg Hi Tanja! #kaizenblog
- 5:08 pm **3keyscoach:** @pprothe Glad you're here too! Hello #kaizenblog

- 5:08 pm **ken_rosen:** Good morning all. #kaizenblog
- 5:08 pm **TanjaZieg:** #kaizenblog Hi everybody!
- 5:08 pm **3keyscoach:** @ken_rosen Good morning Ken! #kaizenblog
- 5:08 pm **toddysm:** Good morning! Just saw that - what is the chat about? #kaizenblog
- 5:09 pm **MatthewLiberty:** @ken_rosen I'm so glad I'm nosey. What is the #kaizenblog about?
- 5:10 pm **parissab:** interesting solar system post #kaizenblog
- 5:10 pm **ken_rosen:** @MatthewLiberty I'm still new, but a broadly defined attempt to get continuous improvement (Kaizen) into org processes #kaizenblog
- 5:10 pm **3keyscoach:** @toddysm Hi there! We use concept of "kaizen" & apply 2 business, particularly how we want to enhance/deepen ourselves #kaizenblog
- 5:10 pm **heidicohen:** Hi! Joining #Kaizenblog so pls excuse extra tweets 4 next hr or so. I'm Heidi & I blog # <http://HeidiCohen.com>
- 5:11 pm **3keyscoach:** @MatthewLiberty Welcome! #kaizenblog
- 5:11 pm **wilsonellis:** @toddysm We're talking about the Marketing Solar System today <http://bit.ly/eBILvz> #kaizenblog
- 5:11 pm **jgombita:** @toddysm Japanese philosophy of continuous improvement in all aspects of business! I think you will enjoy it. (P.S. Ta for #FF!) #kaizenblog
- 5:11 pm **3keyscoach:** Well, let's get started. Lots of questions and critical thinking to do! #kaizenblog
- 5:12 pm **3keyscoach:** @wilsonellis Can you give us quick overview of Solar System concept? #kaizenblog
- 5:12 pm **MatthewLiberty:** @3keyscoach Thanks Elli, I appreciate it! #kaizenblog
- 5:12 pm **3keyscoach:** Q1 What is the sun of your marketing solar system? (There may be more than one) #kaizenblog
- 5:12 pm **ArtseyC:** Hi, Tanja. I'm here too, but I'm in a presentation, so I've got one eye on each. =) RT @TanjaZieg: I'm here at #kaizenblog today! Yay!
- 5:12 pm **heidicohen:** #kaizenblog
- 5:12 pm **parissab:** RT @3keyscoach: Q1 What is the sun of your marketing solar system? (There may be more than one) #kaizenblog
- 5:12 pm **toddysm:** @jgombita Interesting! I will be a passive listener today :) Nice to see you BTW cc: @wilsonellis @3keyscoach #kaizenblog
- 5:12 pm **wilsonellis:** The primary focus of your marketing strategy is the sun (or suns). Most often it is revenue or profitability. #kaizenblog

- 5:13 pm **parissab:** always the customer and their pain points #kaizenblog
- 5:13 pm **ken_rosen:** @ArtseyC I hope you are not giving the presentation with an eye on each. #kaizenblog
- 5:13 pm **heidicohen:** RT @jgombita: @toddyism Japanese philosophy of continuous improvement in all aspects of business! I think you will enjoy it. #kaizenblog
- 5:13 pm **CASUDI:** MY FAVE POST OF YOURS > RT@wilsonellis @toddyism We're talking about the Marketing Solar System today <http://bit.ly/eBILvz> #kaizenblog
- 5:13 pm **3keycoach:** @toddyism We like all of our participants, listening or otherwise. Feel free to join in when you want :) #kaizenblog
- 5:13 pm **3keycoach:** @ArtseyC Hi Amy! #kaizenblog
- 5:13 pm **TanjaZieg:** #kaizenblog @ArtseyC Hiya girlie! Good luck keepin up! haha
- 5:13 pm **heidicohen:** @CASUDI Hi! Hope u r doing well! #kaizenblog
- 5:14 pm **3keycoach:** @CASUDI Hi there! You made it! :) #kaizenblog
- 5:14 pm **3keycoach:** RT @parissab: always the customer and their pain points #kaizenblog
- 5:14 pm **toddyism:** @3keycoach Will do. Thanks! #kaizenblog
- 5:15 pm **3keycoach:** RT @wilsonellis: The primary focus of your marketing strategy is the sun (or suns). Most often it is revenue or profitability. #kaizenblog
- 5:15 pm **jgombita:** @parissab do customers never have JOY points? ;-) #kaizenblog
- 5:15 pm **wilsonellis:** The SS concept is that all customer contact points revolve around one or more objectives (or suns). #kaizenblog
- 5:16 pm **parissab:** their satisfied customers :) RT @jgombita: @parissab do customers never have JOY points? ;-) #kaizenblog
- 5:16 pm **3keycoach:** Can one solve how customers want to be better & not out of pain? RT @jgombita: @parissab do customers never have JOY points? ;-) #kaizenblog
- 5:16 pm **3keycoach:** RT @wilsonellis: The SS concept is that all customer contact points revolve around one or more objectives (or suns). #kaizenblog
- 5:16 pm **ken_rosen:** From a msg&target view, a really imp't Q--almost philosophy RT @jgombita: @parissab do customers never have JOY points? ;-) #kaizenblog
- 5:17 pm **ArtseyC:** @ken_rosen haha, no - @VictorCanada is teaching educators in #NOLA. (I've tweeted a few pics) #kaizenblog
- 5:17 pm **parissab:** RT @3keycoach: Can one solve how customers want to be better & not out of pain? RT @jgombita: @parissab do customers never have JOY points? ;-) #kaizenblog

- 5:17 pm **jgombita:** @3keyscoach @parissab that's what I was thinking. The common vernacular is "brand champions." ;-) #kaizenblog
- 5:17 pm **wilsonellis:** @parissab Excellent. How do you keep that focus throughout the organization? #kaizenblog
- 5:17 pm **3keyscoach:** Today's framing posts by @wilsonellis <http://bit.ly/hNP1a9> #kaizenblog
- 5:17 pm **3keyscoach:** RT @ken_rosen: From a msg&target view, a really impt Q--almost philosophy RT @jgombita do customers never have JOY points? ;-) #kaizenblog
- 5:17 pm **wilsonellis:** @CASUDI Thank you, ma'am. #kaizenblog
- 5:17 pm **pprothe:** Concept of Solar System = useful analogy. Tells story RT @3keyscoach: Today's framing posts by @wilsonellis <http://bit.ly/hNP1a9> #kaizenblog
- 5:18 pm **3keyscoach:** RT @jgombita: @3keyscoach @parissab that's what I was thinking. The common vernacular is "brand champions." ;-) #kaizenblog
- 5:18 pm **parissab:** it's your oxygen and your sun RT @wilsonellis: @parissab Excellent. How do you keep that focus throughout the organization? #kaizenblog
- 5:18 pm **3keyscoach:** RT @pprothe: Concept of Solar System = useful analogy. Tells story RT @3keyscoach Posts by @wilsonellis <http://bit.ly/hNP1a9> #kaizenblog
- 5:18 pm **ken_rosen:** Re:Pain:I tend to focus on pain as faster path to decision.But I incl opportunity as pain of "keeping me up." May be semantics #kaizenblog
- 5:18 pm **ArtseyC:** @3keyscoach Hey there, glad to be here. (We're on a break). #kaizenblog
- 5:19 pm **parissab:** RT @ken_rosen: Re:Pain:I tend to focus on pain as faster path to decision.But I incl opportunity as pain of "keeping me up." May be semantics #kaizenblog
- 5:19 pm **wilsonellis:** @jgombita Great question! They do have joy points but they remember the pain longer. :) @parissab #kaizenblog
- 5:19 pm **3keyscoach:** @ken_rosen May be semantics or it may be recognition that people respond to negative more easily than positive. #kaizenblog
- 5:20 pm **3keyscoach:** @ArtseyC Delighted you're spending your break w/ us! #kaizenblog
- 5:20 pm **parissab:** RT @3keyscoach: @ken_rosen May be semantics or it may be recognition that people respond to negative more easily than positive. #kaizenblog
- 5:20 pm **3keyscoach:** Q2 How does focusing on your sun serve your customers and company? #kaizenblog
- 5:20 pm **TanjaZieg:** #kaizenblog It's easy to address Joy points; pain points are not so easily addressed, and need more focus.
- 5:21 pm **parissab:** its my reason for being. like a compass RT @3keyscoach: Q2 How does focusing on your sun serve your customers and company? #kaizenblog

- 5:21 pm **TanjaZieg:** #kaizenblog I think reputation should be the biggest sun
- 5:21 pm **wilsonellis:** @3keyscoach Reducing effort required to do business is best way to improve loyalty. #kaizenblog
- 5:21 pm **3keyscoach:** RT @CASUDI @3keyscoach A1 In one situation it is BLOG/ other is WWW ~ so it can vary I see #kaizenblog #kaizenblog
- 5:22 pm **ken_rosen:** Motivation via Pain vs. Opportunity vs. Joy would be fascinating topic...when not off topic for the day. ;-)
#kaizenblog
- 5:22 pm **jgombita:** @wilsonellis @parissab what I like in Edelman Trust Barometers is how likely/unlikely a nation is to talk up or down companies. #kaizenblog
- 5:22 pm **3keyscoach:** RT @jgombita: @wilsonellis: primary focus of your mktg strategy is... often it is revenue or profitability PR would say rep, too #kaizenblog
- 5:22 pm **heidicohen:** @jgombita @wilsonellis If profitability @ core, then concern w/reputation since drive customers! #kaizenblog
- 5:23 pm **jgombita:** <BEAM> @TanjaZieg, me likey! "I think reputation should be the biggest sun." #kaizenblog
- 5:23 pm **wilsonellis:** @jgombita Agreed. Reputation is important too, but if CRC is first rep will be excellent. #kaizenblog
- 5:23 pm **marketingbykat:** RT @wilsonellis: @3keyscoach Reducing effort required to do business is best way to improve loyalty. #kaizenblog
- 5:23 pm **ken_rosen:** Liked your stat re:svc as main driver of disloyalty RT @wilsonellis: @3keyscoach Reducing effort to do business improves loyalty #kaizenblog
- 5:23 pm **3keyscoach:** Tell us more? RT @jgombita: what I like in Edelman Trust Barometers is how likely/unlikely nation is to talk up/down companies. #kaizenblog
- 5:23 pm **ArtseyC:** What a great question/concept. RT @3keyscoach: Q1 What is the sun of your marketing solar system? (There may be more than one) #kaizenblog
- 5:23 pm **3keyscoach:** RT @heidicohen: @jgombita @wilsonellis If profitability @ core, then concern w/reputation since drive customers! #kaizenblog
- 5:23 pm **heidicohen:** @ken_rosen Love the comparison. Opportunity 4 co = Joy 4 consumer! #kaizenblog
- 5:24 pm **3keyscoach:** RT @TanjaZieg: #kaizenblog Its easy to address Joy points; pain points are not so easily addressed, and need more focus. #kaizenblog
- 5:24 pm **3keyscoach:** RT @heidicohen: @ken_rosen Love the comparison. Opportunity 4 co = Joy 4 consumer! #kaizenblog
- 5:24 pm **wilsonellis:** @heidicohen Do you think profitability should be the core or a derivative of excellent care? #kaizenblog
- 5:24 pm **jgombita:** @CASUDI no, I meant joy points when they are (almost automatic) brand chamions for life. Fave sportswear. Or coffee. #kaizenblog

- 5:24 pm **3keycoach:** RT @wilsonellis: @jgombita Agreed. Reputation is important too, but if CRC is first rep will be excellent. #kaizenblog
- 5:24 pm **ken_rosen:** Ooh. RT @heidicohen: @ken_rosen Love the comparison. Opportunity 4 co = Joy 4 consumer! #kaizenblog
- 5:24 pm **wilsonellis:** Shifting to a CRC sun doesn't mean that you forget revenue or profitability. They become smaller suns. #kaizenblog
- 5:24 pm **pprothe:** RE: Q1 - I think the Customer Relationship should be the "Sun". Build the brand, product, experience around serving customers #kaizenblog
- 5:24 pm **heidicohen:** @jgombita @tanjaZieg Reputation tied to brand & brand tied 2 profits #kaizenblog
- 5:25 pm **TanjaZieg:** RT @ken_rosen: Ooh. RT @heidicohen: @ken_rosen Love the comparison. Opportunity 4 co = Joy 4 consumer! #kaizenblog
- 5:25 pm **3keycoach:** IMO, derivative RT @wilsonellis: @heidicohen Do you think profitability should be the core or a derivative of excellent care? #kaizenblog
- 5:25 pm **parissab:** RT @3keycoach: IMO, derivative RT @wilsonellis: @heidicohen Do you think profitability should be the core or a derivative of excellent care? #kaizenblog
- 5:25 pm **pprothe:** If the Customer Relationship = done right - baked into co. culture, then profits should come; you're not competing solely on \$ #kaizenblog
- 5:25 pm **3keycoach:** RT @wilsonellis: Shifting to a CRC sun doesn't mean that you forget revenue or profitability. They become smaller suns. #kaizenblog
- 5:26 pm **heidicohen:** @wilsonellis Profitability @ cored because Co goal is profitability not revenue. #kaizenblog
- 5:26 pm **TanjaZieg:** @3keycoach those suns are fed by the main sun (reputation)! #kaizenblog
- 5:26 pm **pprothe:** Agree >> RT @heidicohen: @wilsonellis Profitability @ cored because Co goal is profitability not revenue. #kaizenblog
- 5:26 pm **wilsonellis:** @jgombita That's a good point. #kaizenblog
- 5:26 pm **ken_rosen:** Charged topic. In US, co's have legal, fiduciary long-term respon to shareholders. RT profitability: core or derivative #kaizenblog
- 5:26 pm **3keycoach:** RT @pprothe: If the Customer Rltnshp=done right -baked in2 co. culture, then profits should come; youre not competing solely on \$ #kaizenblog
- 5:27 pm **jgombita:** @3keycoach when I arranged a (crisis comms) webinar for @cprsnational (w/ Maple Leaf Foods), cited Barometer in my blog post #kaizenblog
- 5:27 pm **3keycoach:** RT @ken_rosen Charged topic. In US, cos have legal, fiduciary long-term respon 2 shareholders. RT profitability: core/derivative #kaizenblog

- 5:27 pm **wilsonellis:** @heidicohen Agreed. It's amazing how many people forget that. #kaizenblog
- 5:27 pm **StephenCaggiano:** RT @pprothe: RE: Q1 - I think the Customer Relationship should be the "Sun". Build the brand, product, experience around serving customers #kaizenblog
- 5:27 pm **parissab:** RT @ken_rosen: Charged topic. In US, co's have legal, fiduciary long-term respon to shareholders. RT profitability: core or derivative #kaizenblog
- 5:27 pm **heidicohen:** IMP=>RT @pprothe: Q1 Customer Relationship should be center=> Build brand, product, experience around serving customers #kaizenblog
- 5:28 pm **jgombita:** @heidicohen @tanjaZieg that's partly it. But only in for-profit companies. What about charities, NGOs, government, etc.? #kaizenblog
- 5:28 pm **heidicohen:** @wilsonellis Most people think any revenue is good but not always profitable! #kaizenblog
- 5:28 pm **VictorCanada:** @3keyscoach @ken_rosen The pain point is a need; the joy point can be set aside. The immediate interrupts the important. #kaizenblog
- 5:28 pm **3keyscoach:** @ken_rosen May be charged topic but important. No 1 is saying not 2 make profit. Simply paying attention to what's effective-> \$ #kaizenblog
- 5:28 pm **3keyscoach:** RT @VictorCanada: The pain point is a need; the joy point can be set aside. The immediate interrupts the important. #kaizenblog
- 5:28 pm **pprothe:** @3keyscoach @ken_rosen So given duty to shareholders, how might co. best manage CRC for long term vs. quarterly profit focus? #kaizenblog
- 5:29 pm **ken_rosen:** Challenge is best way to keep profit at core may be to not keep it core in minds of solar system. A little zen-y for morning tho #kaizenblog
- 5:29 pm **jgombita:** @ken_rosen that's true. Look where that got your country in the recent financial meltdown..... Stakeholders, not shareholders! #kaizenblog
- 5:29 pm **wilsonellis:** The challenge w/the customer care/profitability question is that care is often listed as an expense on financials. #kaizenblog
- 5:29 pm **pprothe:** RT @wilsonellis: The challenge w/the customer care/profitability question is that care is often listed as an expense on financials. #kaizenblog
- 5:29 pm **parissab:** RT @ken_rosen: Challenge is best way to keep profit at core may be to not keep it core in minds of solar system. A little zen-y for morning tho #kaizenblog
- 5:29 pm **heidicohen:** @ken_rosen No really=>Goal of publically held co =>increase shareholder value=>profitability! #kaizenblog

- 5:29 pm **3keyscoach:** @VictorCanada @3keyscoach @ken_rosen Joy point was just a wondering on my part. Most ppl want something resolved/managed/fixed #kaizenblog
- 5:29 pm **TanjaZieg:** RT @VictorCanada: @3keyscoach @ken_rosen Ppain point is need; the joy point can b set aside. Immediate interrupts the important. #kaizenblog
- 5:30 pm **ken_rosen:** Critical Q RT @pprothe: @3keyscoach @ken_rosen given shareholders, how might co. best manage CRC for long term vs 1/4ly focus? #kaizenblog
- 5:30 pm **parissab:** there is high \$ value to care though intangible RT @wilsonellis care is often listed as an expense on financials. #kaizenblog
- 5:30 pm **3keyscoach:** RT @ken_rosen: Challenge is best way 2 keep profit @ core may B 2 not keep it core in minds of solar system #kaizenblog
- 5:30 pm **ken_rosen:** Yes really ;-)->RT @heidicohe: @ken_rosen No really=>Goal of publically held co =>increase shareholder value=>profitability! #kaizenblog
- 5:31 pm **3keyscoach:** @ken_rosen Be zen-y. In keeping with kaizen! :) #kaizenblog
- 5:31 pm **wilsonellis:** @heidicohe True. They see the deposits not the costs. #kaizenblog
- 5:31 pm **heidicohe:** @pprothe @3keyscoach @ken_rosen Agree to max shareholder value need 2 think in terms of customer rel. 4 ST qtrly #s PROFIT IMP #kaizenblog
- 5:31 pm **TanjaZieg:** Reputation = Revenue IMO #kaizenblog
- 5:31 pm **jgombita:** @3keyscoach @ken_rosen @wilsonellis are you familiar with Dr. Henry Mintzberg's fabulous paper, Beyond Selfishness? #kaizenblog
- 5:32 pm **ken_rosen:** No, love to read. Link? RT @jgombita: @3keyscoach @ken_rosen @wilsonellis Dr. Henry Mintzbergs paper, Beyond Selfishness? #kaizenblog
- 5:33 pm **TanjaZieg:** RT @heidicohe: @jgombita @tanjaZieg Reputation tied to brand & brand tied 2 profits #kaizenblog
- 5:33 pm **3keyscoach:** @jgombita Do you have link? I, for one, am not familiar. #kaizenblog
- 5:33 pm **3keyscoach:** RT @jgombita: @3keyscoach @ken_rosen @wilsonellis are you familiar with Dr. Henry Mintzbergs fabulous paper, Beyond Selfishness? #kaizenblog
- 5:33 pm **jgombita:** @ken_rosen @3keyscoach @wilsonellis will try to locate an online version and link (before end of chat). It's *so good.* #kaizenblog
- 5:33 pm **wilsonellis:** @ken_rosen 59% of the customers surveyed perceived moderate to high additional effort required. Bad for biz. #kaizenblog

- 5:33 pm **ken_rosen:** @heidicohen But you're not only saying ST prof, right? It drives ST stock price, but wd like to believe LT value driven by more #kaizenblog
- 5:34 pm **pprothe:** @jgombita @ken_rosen @3keyscoach @wilsonellis I liked Henry Mintzberg's book Managers Not MBAs - also useful read #kaizenblog
- 5:34 pm **3keyscoach:** RT @wilsonellis: @ken_rosen 59% of the customers surveyed perceived moderate to high additional effort required. Bad for biz. #kaizenblog
- 5:34 pm **3keyscoach:** Q3 What would be a better sun for your business? #kaizenblog
- 5:34 pm **parissab:** RT @ken_rosen: @heidicohen But you're not only saying ST prof, right? It drives ST stock price, but wd like to believe LT value driven by more #kaizenblog
- 5:35 pm **heidicohen:** @jgombita @tanjazieg NFP marketing complex. 8 target customer seg. Good 2 combo w/4 profit=> <http://bit.ly/hbS6el> #kaizenblog
- 5:35 pm **ken_rosen:** Yes, my zen pt. Zappos doesn't talk profit. But their svc drove value RT @wilsonellis: @ken_rosen 59% see high effort req'd #kaizenblog
- 5:35 pm **parissab:** not a better sun but better sunscreen have to protect customer RT @3keyscoach: Q3 What would be a better sun for your business? #kaizenblog
- 5:35 pm **wilsonellis:** @parissab The value of care is very tangible, you just have to dig to get the numbers #kaizenblog
- 5:35 pm **VictorCanada:** @ken_rosen Only publicly traded companys; I am only shareholder so profit importance is my call. Sometimes, it's 2nd place. #kaizenblog
- 5:35 pm **prconversations:** [Stakeholders, not shareholders, should dominate] Beyond Selfishness (2002), Mitnzberg, Simons, Basu (2002) <http://ow.ly/3ngdY> #kaizenblog
- 5:36 pm **3keyscoach:** RT @parissab: not a better sun but better sunscreen have to protect customer RT @3keyscoach: Q3 What wld B better sun 4 Ur biz? #kaizenblog
- 5:36 pm **pprothe:** RT @prconversations: [Stakeholders, not shareholders, should dominate] Beyond Selfishness (2002), Mitnzberg, Simons, Basu (2002) <http://ow.ly/3ngdY> #kaizenblog
- 5:36 pm **heidicohen:** @ken_rosen Most co 2day don't look beyond ST. But in theory customer rel imp 4 LT #kaizenblog
- 5:36 pm **wilsonellis:** @jgombita Cool. even if after the chat, we'll watch for it. #kaizenblog
- 5:36 pm **3keyscoach:** RT @VictorCanada Only publicly traded co's; I am only shareholder so profit importance is my call. Sometimes, its 2nd place. #kaizenblog
- 5:36 pm **jgombita:** @pprothe @ken_rosen @3keyscoach @wilsonellis yep, Managers not MBAs one of my fave all-time business books. #kaizenblog

- 5:36 pm **3keyscoach:** RT @heidicohen: @ken_rosen Most co 2day dont look beyond ST. But in theory customer rel imp 4 LT #kaizenblog
- 5:36 pm **ken_rosen:** Q3 Cute/apt extension: shielding cust/emps from prof at core may be best path >1/2 of time RT @parissab: better sunscreen #kaizenblog
- 5:37 pm **wilsonellis:** My fingers aren't moving fast enough for #kaizenblog - working on catching up
- 5:37 pm **ken_rosen:** Thx! RT @pprothe: RT @prconversations: Beyond Selfishness (2002), Mintzberg, Simons, Basu (2002) <http://ow.ly/3ngdY> #kaizenblog
- 5:37 pm **3keyscoach:** PDF of Mintzbert's Beyond Selfishness <http://bit.ly/e1tj7m> c: @jgombita Is this it? #kaizenblog
- 5:37 pm **3keyscoach:** RT @wilsonellis: My fingers arent moving fast enough for #kaizenblog - working on catching up #kaizenblog
- 5:37 pm **TanjaZieg:** Happens to me all the time! RT @wilsonellis: My fingers aren't moving fast enough for #kaizenblog - working on catching up
- 5:38 pm **wilsonellis:** +1 RT @pprothe: Customer Relationship should be the "Sun". Build the brand, product, experience around serving customers #kaizenblog
- 5:38 pm **heidicohen:** Q2] In #sm must show customers u care about them & related causes. Here's 9 tips 2 help <http://bit.ly/e8P6Gx> #kaizenblog
- 5:39 pm **3keyscoach:** RT @prconversations: [Stakeholders, not shareholders, should dominate] Beyond Selfishness (2002), Mintzberg, Simons, Basu (2002) <http://ow.ly/3ngdY> #kaizenblog
- 5:39 pm **wilsonellis:** @ken_rosen Excellent example - so why aren't more companies focusing on care? #kaizenblog
- 5:39 pm **TanjaZieg:** RT @wilsonellis: +1 RT @pprothe: Customer Relationship s/b the "Sun". Build brand, product, experience around serving customers #kaizenblog
- 5:39 pm **3keyscoach:** RT @heidicohen: Q2] In #sm must show customers u care about them & related causes. Heres 9 tips 2 help <http://bit.ly/e8P6Gx> #kaizenblog
- 5:39 pm **3keyscoach:** RT @wilsonellis: @ken_rosen Excellent example - so why arent more companies focusing on care? #kaizenblog
- 5:40 pm **jgombita:** @3keyscoach in my hurry I spelt my hero's surname wrong! Sorry, Dr. Mintzberg! #kaizenblog
- 5:40 pm **3keyscoach:** Q4 What shifts have to be made to change your marketing and customer care focus? #kaizenblog
- 5:40 pm **3keyscoach:** @jgombita No prob. We got your back! :) #kaizenblog
- 5:40 pm **TanjaZieg:** They just dont "get it" ?? RT @wilsonellis: @ken_rosen Excellent example - so why aren't more companies focusing on care? #kaizenblog
- 5:41 pm **pprothe:** Re: Q4 - biggest shift = breaking down org. silos. Getting all corners to connect; also helps to exp. front lines #kaizenblog

- 5:41 pm **wilsonellis:** @pprothe When you compete on \$ there's always another low-price-leader a click away. Care is hard to copy. #kaizenblog
- 5:41 pm **heidicohen:** @3keyscoach @wilsonellis @ken_rosen To focus on customers requires rt co focus, rt employees & rt systems & \$\$\$ #kaizenblog
- 5:41 pm **3keyscoach:** Perhaps get caught up in mundane? RT @wilsonellis: @ken_rosen Excellent example - so why arent more companies focusing on care? #kaizenblog
- 5:41 pm **pprothe:** +1 RT @wilsonellis: @pprothe When you compete on \$ there's always another low-price-leader a click away. Care is hard to copy. #kaizenblog
- 5:41 pm **3keyscoach:** RT @pprothe: Re: Q4 - biggest shift = breaking down org. silos. Getting all corners to connect; also helps to exp. front lines #kaizenblog
- 5:41 pm **3keyscoach:** RT @wilsonellis: @pprothe When you compete on \$ theres always another low-price-leader a click away. Care is hard to copy. #kaizenblog
- 5:41 pm **parissab:** a4: educate sr execs that it's ok to expend money on intangibles - investment in long term viability #kaizenblog
- 5:42 pm **3keyscoach:** RT @heidicohen: @3keyscoach @wilsonellis @ken_rosen To focus on customers requires rt co focus, rt employees & rt systems & \$\$\$ #kaizenblog
- 5:42 pm **wilsonellis:** @ken_rosen But you can deliver profits w/ care. Too many CEO's are afraid to try. #kaizenblog
- 5:42 pm **ken_rosen:** 2me, yes, but "getting it" complex: value of brand, care in ongoing decisions, word of mouth.. RT @TanjaZieg: dont "get it"? #kaizenblog
- 5:42 pm **3keyscoach:** What afraid of? RT @wilsonellis: @ken_rosen But you can deliver profits w/ care. Too many CEOs are afraid to try. #kaizenblog
- 5:42 pm **TanjaZieg:** In today's economy I'm seeing a shift back to focusing on the bottom line; and customer service is taking a back seat. #sosad #kaizenblog
- 5:42 pm **wilsonellis:** @3keyscoach Mundane and fear of failure. #kaizenblog
- 5:42 pm **heidicohen:** @CASUDI @wilsonellis @ken_rosen Zappos focused on customer care because they had NO money-Read Delivering Happiness #kaizenblog
- 5:42 pm **jgombita:** A4. Stop thinking about what/how YOU want to market your company's product/service. Start thinking about what THEY want to know. #kaizenblog
- 5:43 pm **3keyscoach:** @VictorCanada :) #kaizenblog
- 5:43 pm **pprothe:** RT @jgombita: A4. Stop thinking about what/how YOU want to market your company's product/service. Start thinking about what THEY want to know. #kaizenblog

- 5:43 pm **ken_rosen**: Totally w/u. Fear re: ST profit, spending w/unclear benefit.. RT @wilsonellis: @ken_rosen deliver profits w/ care. CEOs afraid #kaizenblog
- 5:43 pm **wilsonellis**: Customer care doesn't cost as much as everyone thinks. It's treating people as you you want to be treated. #kaizenblog
- 5:43 pm **heidicohen**: @3keyscoach [Q4] Customer care must be mgmt priority w/ sufficient headcount & budget! #kaizenblog
- 5:43 pm **parissab**: RT @wilsonellis: Customer care doesn't cost as much as everyone thinks. It's treating people as you you want to be treated. #kaizenblog
- 5:43 pm **TanjaZieg**: RT @jgombita: A4. Stop thinkin what/how YOU want to market ur co's prod/service. Start thinking abt what THEY want to know. #kaizenblog
- 5:43 pm **3keyscoach**: RT @jgombita: A4. Stop thinking abt what/how YOU want 2 market Ur co's prod/service. Start thinking abt what THEY want to know. #kaizenblog
- 5:44 pm **TanjaZieg**: RT @heidicohen: @3keyscoach [Q4] Customer care must be mgmt priority w/ sufficient headcount & budget! #kaizenblog
- 5:44 pm **3keyscoach**: RT @heidicohen: @3keyscoach [Q4] Customer care must be mgmt priority w/ sufficient headcount & budget! #kaizenblog
- 5:44 pm **ken_rosen**: You bet.Always-> RT @jgombita: A4. Stop thinking about how YOU want to market your pdt/svc. Think about what THEY want to know #kaizenblog
- 5:44 pm **CASUDI**: @TanjaZieg and in these times it's just when CUST SERV should be at the forefront ~ WHATI tell the small biz 's I mentor :-) #kaizenblog
- 5:44 pm **heidicohen**: @wilsonellis Customer care done well requires good systems, enough people, good training & co focus. #kaizenblog
- 5:44 pm **wilsonellis**: @TanjaZieg Partially. They also don't want to move out of their comfort zone. #kaizenblog
- 5:44 pm **TanjaZieg**: Exactly!!! RT @CASUDI: @TanjaZieg and in these times it's just when CUST SERV should be at the forefront ~ #kaizenblog
- 5:45 pm **3keyscoach**: RT @ken_rosen Totally w/u. Fear re: ST profit, spend w/unclear benft RT @wilsonellis @ken_rosen delvr prfts w/ care CEOs afraid #kaizenblog
- 5:45 pm **3keyscoach**: RT @wilsonellis: @TanjaZieg Partially. They also dont want to move out of their comfort zone. #kaizenblog
- 5:45 pm **ken_rosen**: A problem is seeing Q as care/svc or profit. Must see profit VIA care/service #kaizenblog
- 5:45 pm **3keyscoach**: @WriterChanelle Hey there! Wondering where you were. :) #kaizenblog
- 5:45 pm **TanjaZieg**: I suppose. But CS s/b the zone. RT @wilsonellis: @TanjaZieg Partially. They also don't want to move out of their comfort zone. #kaizenblog

- 5:46 pm **blueorbitbrand:** RT @ken_rosen: You bet.Always-> RT @jgombita: A4. Stop thinking about how YOU want to market your pdt/svc. Think about what THEY want to know #kaizenblog
- 5:46 pm **3keyscoach:** Say more? RT @ken_rosen: A problem is seeing Q as care/svc or profit. Must see profit VIA care/service #kaizenblog
- 5:46 pm **heidicohen:** @CASUDI @tanjaZieg Need 2 understand #socialmedia transformed #customerservice <http://bit.ly/b38pXd> #kaizenblog
- 5:46 pm **3keyscoach:** Q5 Where and when do you start to make the changes? #kaizenblog
- 5:46 pm **3keyscoach:** RT @heidicohen: @CASUDI @tanjaZieg Need 2 understand #socialmedia transformed #customerservice <http://bit.ly/b38pXd> #kaizenblog
- 5:46 pm **jgombita:** Great @lieblink story Engineery Search doc <http://ow.ly/3if7e>. Client thinking market under "lender." She said "borrowing money" #kaizenblog
- 5:47 pm **TanjaZieg:** Ummm.... like Yesterday! haha RT @3keyscoach: Q5 Where and when do you start to make the changes? #kaizenblog
- 5:47 pm **3keyscoach:** @wilsonellis Noticed convo has focused primarily on larger orgs. Anything particular about #smallbusiness? #kaizenblog
- 5:47 pm **ken_rosen:** It's not a choice. It is, in approp mkts, a causal relationship RT @3keyscoach: Say more? RT @ken_rosen: profit VIA care/service #kaizenblog
- 5:47 pm **heidicohen:** @3keyscoach Need 2 understand w/ #socialmedia customer service requires 10 MIN turnaround. #kaizenblog
- 5:48 pm **3keyscoach:** RT @ken_rosen: Its not a choice. It is, in approp mkts, a causal relationship RT @ken_rosen: profit VIA care/service #kaizenblog
- 5:48 pm **heidicohen:** @3keyscoach Zappos is #smbiz if don't count Amazon #kaizenblog
- 5:48 pm **jgombita:** @3keyscoach @wilsonellis think small businesses have a distinct advantage: nimbler and often fewer (power) politics & red tape. #kaizenblog
- 5:49 pm **3keyscoach:** That's intimidating for some! RT @heidicohen Need 2 understand w/ #socialmedia customer service req's 10 MIN turnaround #kaizenblog
- 5:49 pm **wilsonellis:** @pprothe It's an evolutionary process. Identify the biggest care issues & resolve them w/o changing the \$\$ focus. #kaizenblog
- 5:49 pm **3keyscoach:** And what a #smallbiz! RT @heidicohen: @3keyscoach Zappos is #smbiz if dont count Amazon #kaizenblog
- 5:49 pm **TanjaZieg:** Hubby and I have small biz. And still the "sun" is CS. It's huge. Important for ANY biz IMO. #kaizenblog

- 5:49 pm **ArtseyC:** RT @TanjaZieg: In today's economy I'm seeing a shift back to focus on bottom line; cust svce is taking a back seat. #sosad #kaizenblog
- 5:49 pm **heidicohen:** @jgombita @3keyscoach @wilsonellis W/ #smbiz double edged sword easier 2 reach out but less resources. #kaizenblog
- 5:50 pm **pprothe:** RE sm. bus, my wife=cust. focused mortgage broker yet ppl often flit to lower \$ promise, other allure; even referral partners #kaizenblog
- 5:50 pm **3keyscoach:** RT @jgombita @3keyscoach @wilsonellis think small biz have distinct advantage: nimbler & often fewer (power) politics & red tape #kaizenblog
- 5:50 pm **wilsonellis:** @3keyscoach Customer care isn't sexy. It doesn't have cutting edge allure. They are afraid to go old school. #kaizenblog
- 5:50 pm **jgombita:** @heidicohen I'm of the opinion that customers should NOT be shown favouritism, simply b/c they're on social media. #kaizenblog
- 5:50 pm **pprothe:** And then they call back and say they wished they used her instead #kaizenblog
- 5:50 pm **parissab:** RT @jgombita: @heidicohen I'm of the opinion that customers should NOT be shown favouritism, simply b/c they're on social media. #kaizenblog
- 5:50 pm **davidoxstein:** RT @pprothe: Q1 Customer Relationship should be center=> Build brand, product, experience around serving customers #kaizenblog
- 5:50 pm **3keyscoach:** Crucial, I'd say RT @TanjaZieg: Hubby and I have small biz. And still the "sun" is CS. Its huge. Important for ANY biz IMO. #kaizenblog
- 5:51 pm **pprothe:** So for small bus. need key differentiator; demonstrate ability to care for cust. even as they grow #kaizenblog
- 5:51 pm **heidicohen:** @pprothe Esp in current ec, price still key customer decision pt. One of challenge of #sm #kaizenblog
- 5:51 pm **TanjaZieg:** We have had cust switch for lower \$. However, they almost always are unhappy with that CS and return to us. #kaizenblog
- 5:51 pm **wilsonellis:** @3keyscoach Customers expect what we train them to expect. If 10 min turnaround is impossible explain it. #socialmedia #kaizenblog
- 5:51 pm **3keyscoach:** So many good points to RT! #kaizenblog
- 5:51 pm **ken_rosen:** Bet Zappos and @pprothe 's wife comes new key: being v good often gets no value. Being blow-away BEST can be profitable #kaizenblog
- 5:51 pm **3keyscoach:** @TanjaZieg Nicely done! #kaizenblog

- 5:52 pm **wilsonellis:** RT @heidicohe: Zappos focused on customer care because they had NO money-Read Delivering Happiness #kaizenblog
- 5:52 pm **heidicohe:** @jgombita Not saying show favoritism because on #sm but if have customer service question, must be answered quickly #kaizenblog
- 5:52 pm **3keyscoach:** RT @wilsonellis: @3keyscoach Custm'rs expect what we train them 2 expect. If 10 min turnaround is impos explain it. #socialmedia #kaizenblog
- 5:52 pm **pprothe:** @TanjaZieg @heidicohe - price = strong allure; people in moment forget about relationship, experience until they hit a snag #kaizenblog
- 5:52 pm **TanjaZieg:** @heidicohe I disagree with price still key cust decision. IMO Quality is KEY. I will always shop quality over price. #kaizenblog
- 5:52 pm **ken_rosen:** So you rec'd put in queue? RT @jgombita: @heidicohe customers should NOT be shown favouritism, simply b/c on SM #kaizenblog
- 5:52 pm **jgombita:** @pprothe maybe your wife should get the callback folks (current clients?) to write some marketing testimonials! #kaizenblog
- 5:53 pm **pprothe:** @ken_rosen Re: Zappos - agree. Must deliver KO to win #kaizenblog
- 5:53 pm **CASUDI:** @pprothe always interesting what customers consider CARE from small biz ~ can be smallest consideration #Kaizenblog
- 5:53 pm **3keyscoach:** We have about 8 more minutes to main part of chat. Feel free to stay for "after party" #kaizenblog
- 5:53 pm **jgombita:** @heidicohe why should a question on social media be answered any faster than by email or phone? Esp. if systemic CS problem. #kaizenblog
- 5:53 pm **wilsonellis:** @heidicohe Customer care done well does require all that. Customer care done better, no so much. The \$\$ will come. #kaizenblog
- 5:53 pm **3keyscoach:** RT @pprothe: @ken_rosen Re: Zappos - agree. Must deliver KO to win #kaizenblog
- 5:53 pm **parissab:** RT @jgombita: @heidicohe why should a question on social media be answered any faster than by email or phone? Esp. if systemic CS problem. #kaizenblog
- 5:53 pm **heidicohe:** @pprothe @tanjazieg In digital & #sm world easy 2 find cheaper w/1 click. Many people driven by price! #kaizenblog
- 5:53 pm **pprothe:** @jgombita She has many testimonials, even received 100% cust. sat. rating; yet even long-term clients get swayed, then regret #kaizenblog

- 5:53 pm **ken_rosen:** When emp is owner, zen becomes cognitive dissonance ;-) RT @TanjaZieg: Hubby/I have sm biz. Sun is CS. Important for ANY biz IMO #kaizenblog
- 5:54 pm **3keyscoach:** RT @CASUDI: @pprothe always interesting what customers consider CARE from small biz ~ can be smallest consideration #kaizenblog
- 5:54 pm **TanjaZieg:** #kaizenblog Price IS strong allure - No doubt. However, I will NOT compromise CS to give a better price. It hurts ur biz in the long run.
- 5:54 pm **wilsonellis:** @3keyscoach I'll be here trying to catch up! #kaizenblog
- 5:54 pm **parissab:** RT @TanjaZieg: #kaizenblog Price IS strong allure - No doubt. However, I will NOT compromise CS to give a better price. It hurts ur biz in the long run.
- 5:54 pm **ken_rosen:** RT @wilsonellis: RT @heidicoen: Zappos focused on customer care because they had NO money-Read Delivering Happiness #kaizenblog
- 5:54 pm **AccuGuy:** RT @wilsonellis: RT @heidicoen: Zappos focused on customer care because they had NO money-Read Delivering Happiness #kaizenblog
- 5:54 pm **3keyscoach:** @heidicoen @pprothe @tanjazieg Maybe they can be pleasantly surprised by good service/consideration + low cost #kaizenblog
- 5:54 pm **jgombita:** @ken_rosen @heidicoen I liked what @conversationage suggested: "Fair" treatment, not "special" treatment via social media. #kaizenblog
- 5:55 pm **pprothe:** Agree & changes oft. RT @CASUDI: always interesting what customers consider CARE from small biz ~ can be smallest consideration #kaizenblog
- 5:55 pm **CASUDI:** @jgombita @heidicoen speed of response must B FAST no matter what ~ however when I have issue often twitter is fastest response #kaizenblog
- 5:55 pm **3keyscoach:** @wilsonellis No worries. This convo picked up speed. :) #kaizenblog
- 5:55 pm **WriterChanelle:** @3keyscoach @ken_rosen Hey hey. Not feeling too well. Tweeting while laying on my tummy isn't fun. But the reading is fun. #kaizenblog
- 5:55 pm **3keyscoach:** RT @jgombita: @ken_rosen @heidicoen Liked what @conversationage suggested: "Fair" treatment, not "special" treatment via SM. #kaizenblog
- 5:56 pm **ken_rosen:** Hope you feel better soon. RT @WriterChanelle: @3keyscoach @ken_rosen Hey hey. Not feeling too well. #kaizenblog
- 5:56 pm **TanjaZieg:** #kaizenblog Part of our sm biz cust serv IS giving the lowest poss. price and still make a living.

- 5:56 pm **heidicohen:** @parissab @JGOMBITA #customerservice on #sm MUST be fast due 2 customer expectations. Via Radian6 => <http://bit.ly/fB5SiN> #kaizenblog
- 5:56 pm **3keyscoach:** @WriterChanelle Lurk away! Hope you feel better #kaizenblog
- 5:56 pm **wilsonellis:** @3keyscoach #smallbusiness have definite advantages over big ones. They react quicker to customers. Ironically, they forget 1/2 #kaizenblog
- 5:56 pm **WriterChanelle:** @3keyscoach Lol. Yea I'm taking the lurker role today. #kaizenblog
- 5:56 pm **jgombita:** @CASUDI @heidicohen I'm a cynic when it comes to doomsayers re: how big (short/long-term) impact social media has on reputation. #kaizenblog
- 5:56 pm **3keyscoach:** RT @wilsonellis #smallbusiness have def advantages over big ones. They react quicker to customers. Ironically, they forget 1/2 #kaizenblog
- 5:57 pm **wilsonellis:** @3keyscoach 2/2 who helped them grow when they get bigger. #smallbusiness #kaizenblog
- 5:57 pm **3keyscoach:** @jgombita @CASUDI @heidicohen Stupid stuff can happen very quickly in social media. #kaizenblog
- 5:57 pm **3keyscoach:** RT @wilsonellis: @3keyscoach 2/2 who helped them grow when they get bigger. #smallbusiness #kaizenblog
- 5:57 pm **PaulBiedermann:** Cheaper rarely better esp. in my industry. RT @heidicohen @pprothe @tanjazieg In digital & sm world many people driven by price! #kaizenblog
- 5:57 pm **heidicohen:** @CASUDI @jgombita Timing on #sm due to customer expectations. Not my data. Pls check here=> <http://bit.ly/fB5SiN> #kaizenblog
- 5:57 pm **delwilliams:** RT @ken_rosen: So you rec'd put in queue? RT @jgombita: @heidicohen customers should NOT be shown favouritism, simply b/c on SM #kaizenblog
- 5:57 pm **jgombita:** @heidicohen @parissab it doesn't make YOU cynical when it's a co. that sells reputation monitoring software that tell you this?! #kaizenblog
- 5:58 pm **pprothe:** Small businesses need systems in place to deliver care when get too busy. Most don't so suffer and have to regroup #Kaizenblog
- 5:58 pm **parissab:** yes but can create bad behavior RT @heidicohen: @JGOMBITA #customerservice on #sm MUST be fast due 2 customer expectations #kaizenblog
- 5:58 pm **ken_rosen:** In mult co's intro'd "Virtual High Touch"-high svc experience@low cost.Sometimes just takes focus #kaizenblog
- 5:58 pm **heidicohen:** @jgombita @causdi Whether co on #sm or not can have firestorm that hurt reputation in a heartbeat. #kaizenblog
- 5:58 pm **3keyscoach:** Sounds typical for #smbiz RT @TanjaZieg Part of our sm biz cust serv IS giving the lowest poss. price & still make living. #kaizenblog

- 5:58 pm **3keyscoach:** RT @ken_rosen: In mult cos introd "Virtual High Touch"-high svc experience@low cost.Sometimes just takes focus #kaizenblog
- 5:59 pm **3keyscoach:** RT @heidicohen: @jgombita @causdi Whether co on #sm or not can have firestorm that hurt reputation in a heartbeat. #kaizenblog
- 5:59 pm **wilsonellis:** The Internet w/low entry costs is leveling the playing field for #smbiz. Look at the ebay'ers growing biz. FB will add more. #kaizenblog
- 5:59 pm **pprothe:** Thanks @Wilsonellis for moderating, solar system concept; and best to all of you here at #kaizenblog
- 5:59 pm **jgombita:** @heidicohen @causdi show me a case study (hard data) of long-term financial/rep. impact due to social media! #kaizenblog
- 5:59 pm **3keyscoach:** RT @wilsonellis Internet w/low entry costs is leveling playing field for #smbiz. Look at ebayers growing biz. FB will add more. #kaizenblog
- 6:00 pm **TanjaZieg:** @3keyscoach S/b typical, but in my experience it is rare. Lots of small biz, at least in our area, only concerned with profit. #kaizenblog
- 6:00 pm **3keyscoach:** Wow! End of main part of chat! #kaizenblog
- 6:00 pm **TanjaZieg:** Man, that always goes SO fast! RT @3keyscoach: Wow! End of main part of chat! #kaizenblog
- 6:01 pm **3keyscoach:** Big thank you to @wilsonellis for being great guest host sharing "Marketing Solar System-Integrating Mktg & Customer Care" #kaizenblog
- 6:01 pm **parissab:** RT @3keyscoach: Big thank you to @wilsonellis for being great guest host sharing "Marketing Solar System-Integrating Mktg & Customer Care" #kaizenblog
- 6:01 pm **heidicohen:** @jgombita @causdi Here's gr8 ex =>Cooks Source: How to Avoid an Unnecessary Crisis davefleet.com <http://bit.ly/bCVr56> #kaizenblog
- 6:01 pm **CASUDI:** TY@wilsonellis @3keyscoach & all #kaizenblog FYI ~ I used 23MB data on my ATT prepaid data card for 1 hour chat
- 6:01 pm **ken_rosen:** TY 3keyscoach and @wilsonellis for mod and kicking us off #kaizenblog
- 6:01 pm **TanjaZieg:** Yes! TY!!! RT @3keyscoach: Big thank you to @wilsonellis for being great guest host sharing "Marketing Solar System" #kaizenblog
- 6:01 pm **wilsonellis:** @3keyscoach It can't be the end! How did that happen? #kaizenblog
- 6:01 pm **3keyscoach:** I'll post transcript in a bit... #kaizenblog
- 6:02 pm **jgombita:** @parissab agreed it can creat bad behaviour. Foster it. @mitchjoel writes a lot about this (and well). #kaizenblog

- 6:02 pm **wilsonellis:** @pprothe Thank you, sir. #kaizenblog
- 6:02 pm **parissab:** @jgombita i love @mitchjoel -- big professional crush #kaizenblog
- 6:02 pm **3keyscoach:** @CASUDI Such devotion! :) Glad you could join us, Caroline! #kaizenblog
- 6:03 pm **wilsonellis:** Thank you to everyone at #kaizenblog. I'll be around for a while.
- 6:03 pm **jgombita:** @heidicohen sorry, but it's way too soon to say whether this will be long term.... #kaizenblog
- 6:03 pm **3keyscoach:** @wilsonellis Tell me about it! I think that's why we now have "after party" :) #kaizenblog
- 6:03 pm **ken_rosen:** &Thx to @heidicohen @jgombita @causdi @pprothe @TanjaZieg @parissab for the fun. Nice to have some diff of opinion #kaizenblog
- 6:03 pm **3keyscoach:** @Ken_rosen Want to catch up w/ you sometime. #kaizenblog
- 6:03 pm **wilsonellis:** RT @heidicohen: Q2] In #sm must show customers u care about them & related causes. Here's 9 tips 2 help <http://bit.ly/e8P6Gx> #kaizenblog
- 6:03 pm **parissab:** you too RT @ken_rosen: &Thx to @heidicohen @jgombita @causdi @pprothe @TanjaZieg for the fun. Nice to have some diff of opinion #kaizenblog
- 6:04 pm **3keyscoach:** RT @ken_rosen &Thx to @heidicohen @jgombita @causdi @pprothe @TanjaZieg @parissab for the fun. Nice 2 have some diff of opinion #kaizenblog
- 6:04 pm **heidicohen:** @jgombita Agree about #sm for many co. But Cooks Source is probably out of biz. Poor biz judgment. Read Dave Fleet's piece! #kaizenblog
- 6:04 pm **TanjaZieg:** @ken_rosen Thanks all! #kaizenblog is always insightful!!
- 6:04 pm **3keyscoach:** @ken_rosen @heidicohen @jgombita @causdi @pprothe @TanjaZieg @parissab Convo much more interesting when we don't all agree #kaizenblog
- 6:04 pm **wilsonellis:** @3keyscoach Thank you for allowing me to join you and your great chat. #kaizenblog
- 6:05 pm **jgombita:** @parissab I was thinking of his recent one, Consumer Advocate Or Selfish Pig? during this flurry of insistence on SM for CS! #kaizenblog
- 6:05 pm **TanjaZieg:** @3keyscoach Yes, I agree. It wouldn't be much of a discussion if everyone had the same viewpoint! #kaizenblog
- 6:05 pm **ken_rosen:** I welcome that. Already flw u, so feel free to DM any time RT @3keyscoach: @Ken_rosen Want to catch up w/ you sometime. #kaizenblog
- 6:06 pm **3keyscoach:** You were fab! RT @wilsonellis: @3keyscoach Thank you for allowing me to join you and your great chat. #kaizenblog

- 6:06 pm **heidicohen:** Thank you 2 @3keyscoach & @wilsonellis for hosting. Also 2 @pprothe @ken_rosen @jgombita @Tanjazieg #kaizenblog
- 6:06 pm **parissab:** yes! :) RT @jgombita I was thinking of his recent one, Consumer Advocate Or Selfish Pig? #kaizenblog
- 6:06 pm **wilsonellis:** RT @TanjaZieg: In today's economy I'm seeing a shift back to focusing on bottom line; cust service is taking a back seat. #sosad #kaizenblog
- 6:06 pm **3keyscoach:** @ken_rosen I will. :) #kaizenblog
- 6:07 pm **wilsonellis:** RT @heidicohen: @3keyscoach [Q4] Customer care must be mgmt priority w/ sufficient headcount & budget! #kaizenblog
- 6:07 pm **3keyscoach:** Thank you all for making this very interesting convo! Lurkers, thank you for listening in. Appreciate everyone spending time w/ #kaizenblog
- 6:07 pm **jgombita:** @ken_rosen indeed. Best part is disagreeing, but still respecting & liking one another! Thanks @wilsonellis @3keyscoach, et al. #kaizenblog
- 6:08 pm **TanjaZieg:** Businesses need to remember that their employees are ALSO their customers. Treat them well. They are also ur best cheerleaders! #kaizenblog
- 6:09 pm **3keyscoach:** RT @jgombita @ken_rosen indeed Best part-disagreeing but still respecting & liking 1 anthr! Thx @wilsonellis @3keyscoach, et al. #kaizenblog
- 6:09 pm **3keyscoach:** RT @TanjaZieg: Biz need to remember that employees are ALSO their customers. Treat them well They are also ur best cheerleaders! #kaizenblog
- 6:09 pm **TanjaZieg:** cheerleaders = marketing #kaizenblog
- 6:09 pm **heidicohen:** @jgombita Actually customer service phonecalls answered immediately (in theory) depends on co & queue. #kaizenblog
- 6:10 pm **3keyscoach:** @TanjaZieg Seems to be challenge to remember that people are involved, not automatons. Emotions, thoughts, beliefs in play #kaizenblog
- 6:11 pm **wilsonellis:** @WriterChanelle Hope you feel better soon. #kaizenblog
- 6:11 pm **TanjaZieg:** @3keyscoach Exactly!!! People! Hello!! That's it right there! #kaizenblog
- 6:12 pm **3keyscoach:** Hello @Note_To_CMO Had topic today you would have rocked! Missed you! #kaizenblog
- 6:13 pm **3keyscoach:** 1 of my core messages in my coaching process RT @TanjaZieg: @3keyscoach Exactly!!! People! Hello!! Thats it right there! #kaizenblog
- 6:13 pm **ken_rosen:** @3keyscoach By the way, you, @fearlesscomp and few others I respect decided on "branded" names vs real. 1/2 #kaizenblog

- 6:13 pm **ken_rosen:** @3keyscoach Been trying to engage folks on relative ST and LT value, but no takers so far! 2/2 #kaizenblog
- 6:14 pm **ken_rosen:** RT @TanjaZieg: Biz need to remember that employees are ALSO their customers. Treat them well They are also ur best cheerleaders! #kaizenblog
- 6:14 pm **ken_rosen:** RT @3keyscoach: @TanjaZieg challenge to remember that people are involved, not automatons. Emotions, thoughts, beliefs in play #kaizenblog
- 6:14 pm **3keyscoach:** @ken_rosen Thank you. My name is very long for Twitter. Seemed natural to turn to my brand. #kaizenblog
- 6:16 pm **3keyscoach:** @ken_rosen We'll have to have chat about LT & ST. Place for both. Not either/or #kaizenblog
- 6:19 pm **3keyscoach:** Having a problem w/ wthashtag. Can't get to site for transcript & stats. :(#kaizenblog
- 6:25 pm **3keyscoach:** #kaizenblog folk-There is a problem w/ wthashtag site. Tried diff browsers w/ no luck. Will post transcript when I can. Sorry ~Elli
- 6:33 pm **Paul_Pruneau:** Stop thinking about how YOU want to market your product/service. Think about what THEY want to know. RT @jgombita #kaizenblog
- 6:35 pm **WriterChanelle:** @wilsonellis Thank you! #kaizenblog
- 6:39 pm **TanjaZieg:** "Everything done in 1 area has effect on the othrs. May b small or catastrophic, but each move changes something somewhere else. " #kaizenblog
- 6:55 pm **wilsonellis:** @TanjaZieg Thank you for quoting my comment. #kaizenblog
- 8:29 pm **everthoven:** RT @davidoxstein: RT @pprothe: Q1 Customer Relationship should be center=> Build brand, product, experience around serving customers #kaizenblog
- 10:18 pm **parissab:** #ff @3keyscoach @wilsonellis thx for a lovely chat #kaizenblog

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- 2:07 am **wilsonellis:** @parissab Thank you for the #ff and participation in #kaizenblog. It is great to meet you.
- 3:18 pm **jgombita:** Key drivers of corporate reputation: Shifted from a shareholder to stakeholder world (video): <http://www.edelman.com/trust/2010/> #kaizenblog
- 3:35 pm **jgombita:** @TanjaZieg I agree with your concept, but would suggest that employees are more an important (internal) public than customers. #kaizenblog
- 5:32 pm **leemsmith:** RT @jgombita: Key drivers of corporate reputation: Shifted from a shareholder to stakeholder world (video): <http://www.edelman.com/trust/2010/> #kaizenblog

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