


Making a Splash with the ICE Strategy Incredible Customer Experience



**Presented by:
Andrea
Sheridan**



**What Will You
Learn Today
That Will
Be Worth Your
Investment of
Time?**





Getting Grounded

- **Customer and clients spend time and money on things that matter**





Getting Grounded

- **Who are YOU in a real estate transaction?**
- How do you Best serve the client/customer?**
- What is your purpose?**
- Does your system help you provide excellent service, each and every time?**





What Prevents Excellence

- **Quick-fix mentality**
- **Immobilized by fear**
- **Become engulfed in mediocrity**
- **Don't commit to a course of action**



Innovation is often the result of random conversations-collisions-where ideas outside your industry are applied to your own: we want to accelerate those collisions among people.

Tony Hsieh-Zappos





The Truth Hurts...

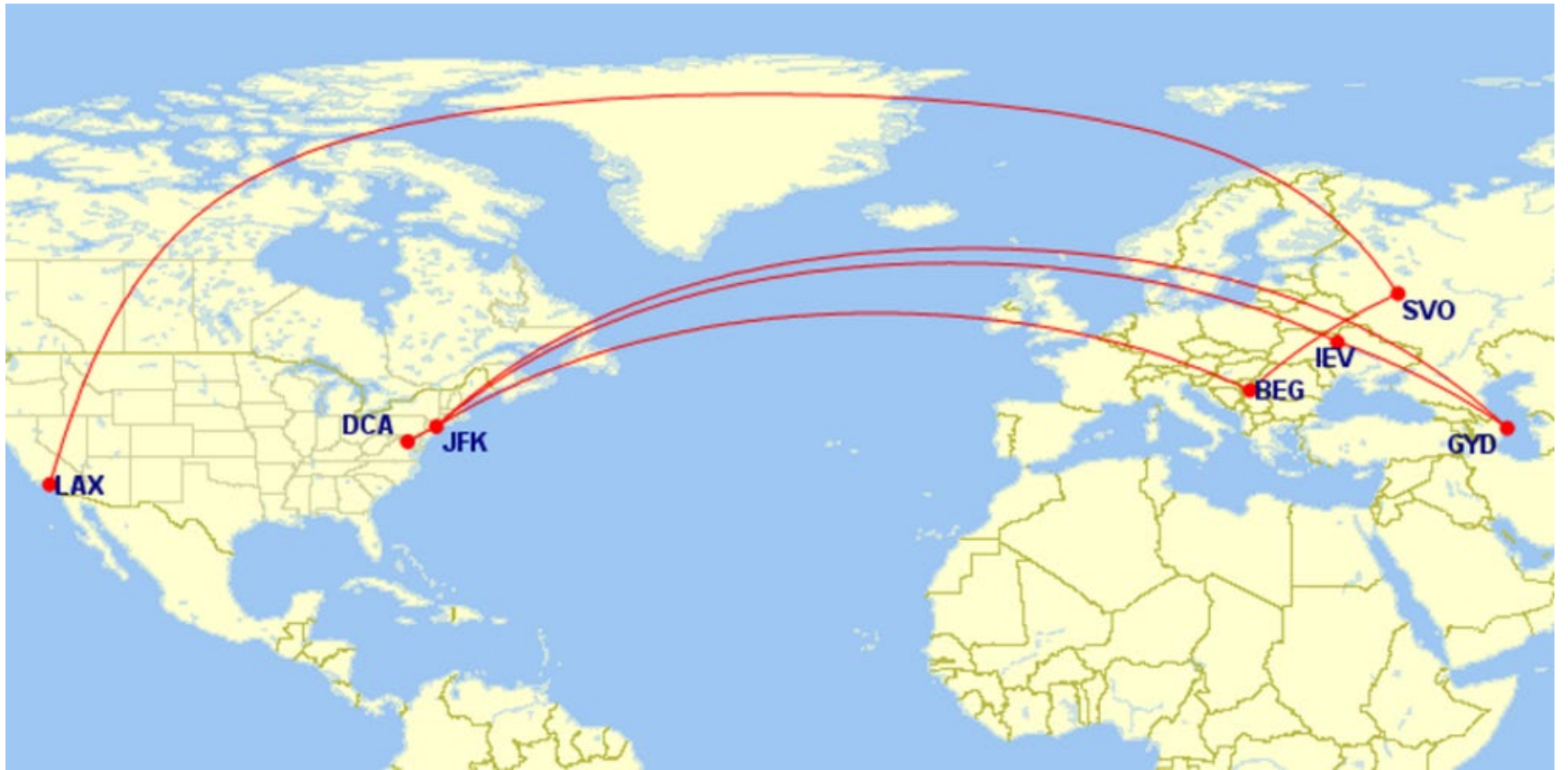
- The true experts on your products and services are your customers/client
- Recognize when changes in the environment are significant


SURVEY:

WHAT I
THINK ○

WHAT I
REALLY THINK ○



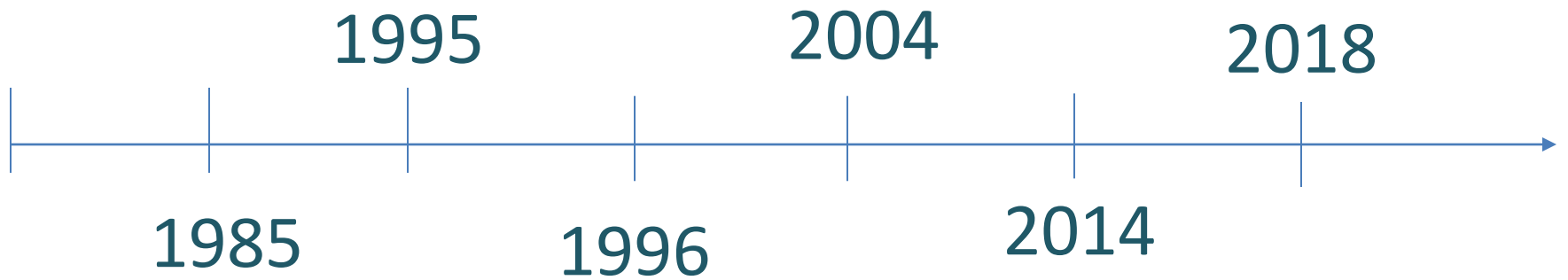


- 
- A top-down view of a meeting table with various items and hands. In the top left, a hand holds a red pen over a tablet. In the top right, a hand points with a blue marker. In the bottom left, a hand holds a white marker. In the bottom right, a hand points upwards. There are three coffee cups, a pair of glasses, and a hand with a watch. The background is white.
- **Identify the service expectations you believe your customers/clients want and deserve as it relates to the experience they get from you**

- 
- A top-down view of a meeting table with various items and hands. In the top left, a person in a grey suit holds a red pen and a tablet. In the top right, a person in a green shirt holds a blue marker. In the bottom left, a person in a blue shirt has their hand near a pair of glasses. In the bottom right, a person in a yellow sweater points upwards. There are three coffee cups on the table: one with a blue handle, one with a green handle, and one with a red handle. The background is a plain white surface.
- **Is it different for the face to face experience vs. online?**

How has online engagement changed?

The history of marketing homes



Waterfront Property
AREA 59
DOUGLAS CNTY

ACTIVE

#87206 Add: UNIT 2 CLEARWATER CONDO City: Gordon
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 1 PkBs: 0 Style: CONDO \$64,900

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: NON NONE Est: 02 275 ACRES 03 CA
Dir: 20410 1011 CBM 261 ENLOWE/NEAR EAST MAUL W/ROCK/ENL/ROSP RD PA
Lake: EAU CLAIRE Lake: EAU CLAIRE
Lk: 42 FFront: 375 FFront: 375
Frosted: Seasons: 43E AS Bm: SAND Shoring: DEAC DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 985 2000 Occ: AC MR: 000120240000 W/Car: WE SE
Heating: CM LP Bsm: FA Schools: NORTHWOODS W/Car: WE SE
WaterType: LP Age: HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: OT Elect: HMD: MCKAY/RS Pk: Deck: 35
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: TWO PLUS BEDROOMS BONUS CONDO CABIN/LAKE IDEALITY FOR WEEKEND GETAWAY
FRONTAGE 57 FT AND 2 1/2 ACRES **FURNACE IS SHARED WITH UNIT 2000**

Owner: DEPTA Agent: CHAFFORD DON Ph: 634-1885
Frm: 634-1885

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***

ACTIVE

#87209 Add: UNIT 3 CLEARWATER CONDO City: Gordon
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 1 PkBs: 0 Style: CONDO \$64,900

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: NON NONE Est: 02 275 ACRES 03 CA
Dir: 20410 1011 CBM 261 ENLOWE/NEAR EAST MAUL W/ROCK/ENL/ROSP RD PA
Lake: EAU CLAIRE Lake: EAU CLAIRE
Lk: 42 FFront: 375 FFront: 375
Frosted: Seasons: 43E AS Bm: SAND Shoring: DEAC DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 985 2000 Occ: AC MR: 000120240000 W/Car: WE SE
Heating: CM LP Bsm: FA Schools: NORTHWOODS W/Car: WE SE
WaterType: LP Age: HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: OT Elect: HMD: MCKAY/RS Pk: Deck: 35
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: TWO PLUS BEDROOMS CHARMING LOG SIDED LAKE SIDE CABIN WITH ANOTHER BEACHSIDE
ATTACHED GARAGE. BACKTOP DRIVEWAY OF 375 FT AND 2 1/2 ACRES OF SHARED LAKESIDE
FRONTAGE 57 FT AND 2 1/2 ACRES

Owner: DEPTA Agent: CHAFFORD DON Ph: 634-1885
Frm: 634-1885

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***

ACTIVE

#26995 Add: 3001 W CITY RD V City: GORDON
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 1 PkBs: 0 Style: 1 STORY \$95,000

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: DIR: ATTAC Est: 02 275 ACRES 03 CA
Dir: 20410 1011 CBM 261 ENLOWE/NEAR EAST MAUL W/ROCK/ENL/ROSP RD PA
Lake: EAU CLAIRE Lake: EAU CLAIRE
Lk: 42 FFront: 375 FFront: 375
Frosted: Seasons: 43E AS Bm: SAND Shoring: DEAC DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 1082 1999 Occ: AC MR: 00-013-02396-00 W/Car: WE SE
Heating: GA PP Bsm: MO Schools: NORTHWOODS W/Car: WE SE
WaterType: LP Age: HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: FU Elect: FU LPTax: LA GAR/REGA Scher: LPTax:
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: HIGHLAND 1 BDRM CABIN SITUATED CLOSE TO WATERS EDGE. 400 SQ FT FRONT PORCH
ATTACHED GARAGE. BLACKTOP DRIVEWAY. NEW REFRIGERATOR. BURNER/STOVE
BURNER. KITCHEN TABLE & CHAIRS. NEW REFRIGERATOR. BURNER/STOVE

Owner: WIGGEN Agent: PETER JAMES Ph: 376-2464
Frm: MASTER/CHICKEN SPOONERS Ph: 376-2464

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***

PENDING/NO SHOW

#386663 Add: 10324 S Tracy Rd City: Solon Springs
Area: 59 2.4 / 2.4 Bedrooms: 1 Baths: 1 PkBs: 0 Style: 1 STORY \$99,900

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: DIR: NONE Est: 02 275 ACRES 03 CA
Dir: 10324 10324 S Tracy Rd Solon Springs WI 54985 PA
Lake: ST. CROIX Lake: ST. CROIX
Lk: 75 FFront: 75 FFront: 75
Frosted: Seasons: 43E AS Bm: SAND Shoring: SAND DW
Deck: Elevation: LOW Wet: Spec: WELL SEPTIC
Taxes: 1776 2000 Occ: AC MR: 50-026-01599-00 W/Car: WE SE
Heating: GA SH Bsm: MO Schools: Solon Spn W/Car: WE SE
WaterType: LP Age: HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: R1 Elect: FU LPTax: LA GAR/REGA Scher: LPTax:
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: Cute 1 bedroom Cabin on St. Croix Lake. Hardly gone walk. never leaving! New roof

Owner: Solon One-Stop Agent: ALBERTS GARY Ph: 634-2967
Frm: MASTER/CHICKEN SPOONERS Ph: 634-2964

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***

Add: 1100 S LAKE OF THE WOODS RD City: Solon Springs
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 1 PkBs: 0 Style: 1 STORY \$105,600

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: DIR: DETAC Est: 02 275 ACRES 03 CA
Dir: 1100 S LAKE OF THE WOODS RD Solon Springs WI 54985 PA
Lake: LAKE OF THE WOODS Lake: LAKE OF THE WOODS
Lk: 75 FFront: 75 FFront: 75
Frosted: Seasons: 43E AS Bm: SAND Shoring: SAND DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 1209 1999 Occ: AC MR: 50-000-00000 W/Car: WE SE
Heating: GA Bsm: MO CS Schools: ST. CROIX W/Car: WE SE
WaterType: LP Age: HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: R1 Elect: CB LPTax: LA GAR/REGA Scher: LPTax:
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: Home included are stove, refrigerator. Treatment according per local code. Not additional items
included furnishings. Items included are all personal property including such other furniture, etc. use
equipment. Structure: Max. 52 sq ft.

Owner: Cagerton Agent: BEHNING CYNTHIA Ph: 399-2261
Frm: MASTER/CHICKEN SPOONERS Ph: 634-6002

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***



Add: 1507 S THORN LAKE LOOP City: Wauson
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 2 PkBs: 0 Style: 1.5 STORY \$110,000

Unit: 1 Efflt: F W Est: A 702 BG 500 Gar: TWO DETAC Est: 02 275 ACRES 03 CA
Dir: 1507 S THORN LAKE LOOP Wauson WI 54985 PA
Lake: THORN LAKE Lake: THORN LAKE
Lk: 150 FFront: 150 FFront: 150
Frosted: Seasons: 43E AS Bm: VEG Shoring: VEG DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 1376 1999 Occ: AC MR: 00-013-02396-00 W/Car: WE SE
Heating: CM LP Bsm: FL FF Schools: Mink W/Car: WE SE
WaterType: LP Age: 1979 HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: Elect: Elect: Pk: Deck: 35
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: PEACEFUL SETTING WITHOUT THE BIG LAKE TRAFFIC BUT WITH THE BEAUTIFUL LAKE VIEW
SCREENED IN LIVING RM. DOWNSTAIRS WET BAR. REAR ROOM BEAUTIFUL PORCH WHICH
OVERLOOKS LA GARDS. STORAGE SHED. SCREEN HOUSE. FRAPLACE

Owner: Seltzer Agent: ELMORE JILL Ph: 376-2031
Frm: DE VAN WELCK/CL/EMERIS Ph: 376-2038

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***



Add: 5545 S East Flowage Ln City: Gordon
Area: 59 2.4 / 2.4 Bedrooms: 1 Baths: 1 PkBs: 0 Style: 1 STORY \$117,900

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: NON NONE Est: 02 275 ACRES 03 CA
Dir: 5545 S EAST FLOWAGE LN Gordon WI 54942 PA
Lake: ST. CROIX Lake: ST. CROIX
Lk: 190 FFront: 175 FFront: 175
Frosted: Seasons: 43E AS Bm: SAND Shoring: SAND DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 1916 1999 Occ: AC MR: 00-013-02396-00 W/Car: WE SE
Heating: CM LP Bsm: FA Schools: Gordon W/Car: WE SE
WaterType: LP Age: 1951 HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: Elect: Elect: Pk: Deck: 35
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: 1/2 ACRES OF LEVEL WOODED LAKELAND. HIGH PINES SURROUNDING THE COTTAGE. COTTAGE
FULLY FURNISHED. INCLUDING DISH & REFRIG. ALSO IS RESPONSIBLE FOR GAS AND
ELECTRIC AND DRIVEWAY. IDEAL STARTER CABIN AT ONLY \$117,900

Owner: Phipps Agent: HOWLAND DONALD Ph: 632-2888
Frm: EAGLE REALTY Ph: 234-5426

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***



Add: 1188 STERNHILPERT DR City: HIGHLAND
Area: 59 2.4 / 2.4 Bedrooms: 2 Baths: 1 PkBs: 0 Style: 1 STORY \$119,500

Unit: 1 Efflt: F W Est: A 702 BG 0 Gar: NON NONE Est: 02 275 ACRES 03 CA
Dir: 1188 STERNHILPERT DR Highland WI 54942 PA
Lake: CATHY LAKE Lake: CATHY LAKE
Lk: 75 FFront: 75 FFront: 75
Frosted: Seasons: 43E AS Bm: SAND Shoring: SAND DW
Deck: Elevation: MEDIUM Wet: Spec: WELL SEPTIC
Taxes: 896 1999 Occ: AC MR: 00-013-02396-00 W/Car: WE SE
Heating: EL GA PP Bsm: MO Schools: HIGHLAND W/Car: WE SE
WaterType: LP Age: 0 HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: FU Elect: CB LPTax: LA GAR/REGA Scher: LPTax:
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: 4 BEACH CABIN OR HOME. NICE SETTING. SAND BEACH. 6000 GALLON DEWATER TREATMENT
WWW 23 TO W. EAST. 8 ON LAKE. LAKE R. 1 MI TO STERNHILPERT DR. 15' HIGH ON LAKE

Owner: HERREN/SAVAN Agent: ALBERTS GARY Ph: 376-2464
Frm: MASTER/CHICKEN SPOONERS Ph: 376-2464

*** INFORMATION PROVIDED BY SELLER - NOT VERIFIED BY BROKER ***



Add: 11918 S Lavy Road City: Solon Springs
Area: 59 2.4 / 2.4 Bedrooms: 3 Baths: 1 PkBs: 0 Style: 1 STORY \$124,900

Unit: 1 Efflt: F W Est: A 702 BG 250 Gar: TWO DETAC Est: 02 275 ACRES 03 CA
Dir: 11918 S LAVY RD Solon Springs WI 54985 PA
Lake: LAKE OF THE WOODS Lake: LAKE OF THE WOODS
Lk: 75 FFront: 75 FFront: 75
Frosted: Seasons: 43E AS Bm: SAND Shoring: SAND DW
Deck: Elevation: LOW Wet: Spec: WELL SEPTIC
Taxes: 2000 2000 Occ: AC MR: 50-026-01599-00 W/Car: WE SE
Heating: EL WD Bsm: FA Schools: Solon Spn W/Car: WE SE
WaterType: LP Age: 0 HMD: MCKAY/RS Rmp: REFRIGERATOR
Net Pk: Y Zoning: R1 Elect: FU LPTax: LA GAR/REGA Scher: LPTax:
W/Fr: BEACH LPTax: LA GAR/REGA Scher: LPTax:
Remarks: Cabin on a small quiet lot with great fishing from porch to water's edge. Excellent view overlooking to
Wooded forest land.

Owner: Pappas Agent: HERMANSON MATT Ph: 634-2967
Frm: MASTER/CHICKEN SPOONERS Ph: 634-6002

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Six Marketplace Realities That Didn't Exist 25 Years Ago

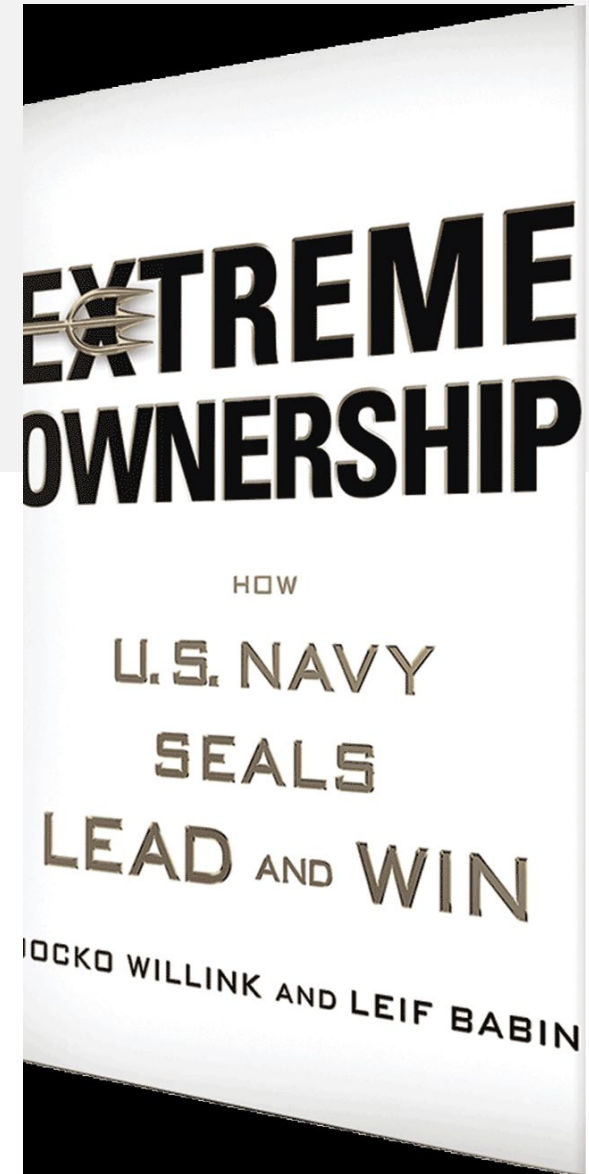
- **Time crunch**
- **Value expectations**
- **Market structure**
- **Generational differences**
- **Competition**
- **Technology**





Erosion of Trust Due To...

- Being inconsistent
- Lying/lacking transparency
- Not holding others accountable for delivery





Erosion of Trust Due To...

- **Passing blame**
- **Talking behind client's backs**
- **Not “walking the talk”**







Erosion of Trust Due To...

- **Not listening to the customer/client as they describe their wants and needs**



- 
- A top-down view of a meeting table with various items and hands. In the top left, a hand holds a red pen over a tablet. In the top right, a hand points with a blue marker. In the bottom left, a hand holds a white marker. In the bottom right, a hand points upwards. There are three coffee cups scattered around the table. A pair of glasses lies in the bottom center. The background is a plain white surface.
- **What are the main reasons why a customer may not trust you or your company?**

- 
- A top-down view of a meeting table with various items and hands. In the top left, a person in a grey suit holds a red pen and a tablet. In the top right, a person in a green shirt points with a blue marker. In the bottom left, a person in a yellow shirt holds a white marker. In the bottom right, a person in a yellow sweater points. In the bottom center, a person in a blue sweater has their hands clasped. A pair of black glasses lies on the table. Three cups of coffee are scattered around the table.
- **What are the main steps you can do to build trust within your community?**





It Begins with a Strong Foundation

- **Act with integrity**
- **Listen and demonstrate daily that you care**
- **Encourage and support empowerment of the client and team members**



IT'S **NOT**
ABOUT
THE
NAIL



Be more
effective at
work and
at home!

Whale Done!



The Power of
Positive Relationships

Ken Blanchard

Coauthor of *Gung Ho!* and *Raving Fans*

Thad Lacinak • Chuck Tompkins
Jim Ballard



It Begins with a Strong Foundation

- Recognize the hard work of others
- Provide clear, consistent and constructive feedback and directions
- Merge client goals with your vision. Set expectations.



It Begins with a Strong Foundation

- **Correct problems right away, don't procrastinate**
- **Address apathy issues within the client**
- **Evaluate and leverage your assets**

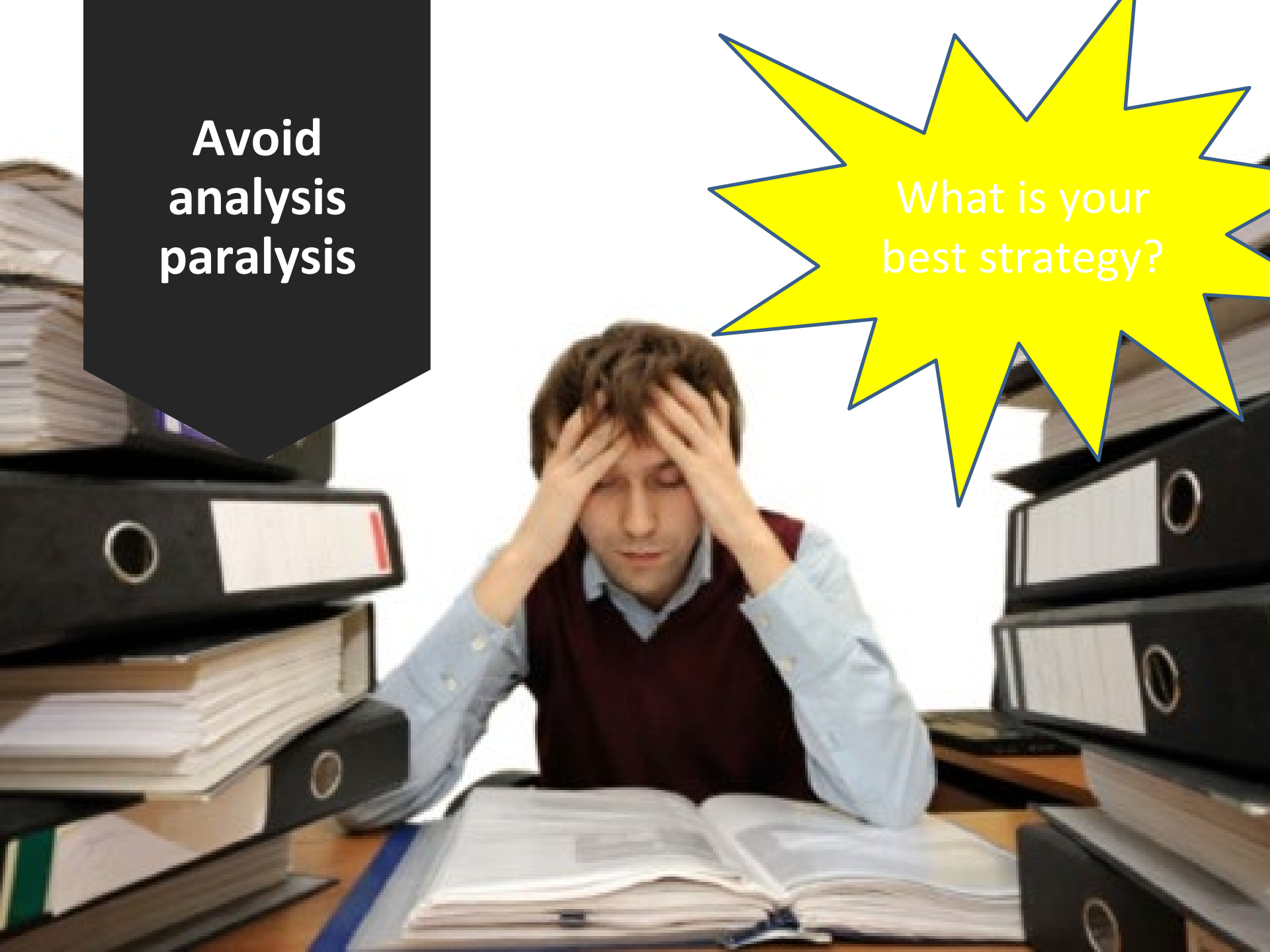




**Fight the right battles,
regardless of pressures
to turn your attention
elsewhere**

**Avoid
analysis
paralysis**

What is your
best strategy?



CHUNKING

.....
YOUR PROJECTS
DOWN HELPS

.....
GET THEM DONE





**Communicate
your success**

Build tolerance
for other points
of view - a thick
skin against
peer pressure



**Characteristics of
ICE
Incredible Client
Experience**

<input checked="" type="checkbox"/>	Excellent
<input type="checkbox"/>	Very Good
<input type="checkbox"/>	Good
<input type="checkbox"/>	Fair
<input type="checkbox"/>	Poor



**Exceed the customer/client's expectations
at every possible point of service**

<input checked="" type="checkbox"/>	Excellent
<input type="checkbox"/>	Very Good
<input type="checkbox"/>	Good
<input type="checkbox"/>	Fair
<input type="checkbox"/>	Poor





ICE: Deliverers

- **Reliability** and consistency in the delivery of their service to the client
- **Accountability** for their decisions and actions





ICE: Deliverers

- **Assurance and empathy** for the client and their situation
- **Responsiveness** to the client's needs that is prompt and effective





ICE: Deliverers

- **Tangibles** (such as costs of operations and to time management) are understood
- **Constant upgrading** of individual performance






Moments of Truth

ATLANTIC AMERICAN
FLY 349 CHICAGO
DEPARTS AT 2:30PM
GATE 69





**What are your
moments of
truth?**

- 
- A top-down view of a meeting table with various items and hands. In the top left, a hand holds a red pen over a tablet. In the top right, a hand points with a blue marker. In the bottom left, a hand holds a white marker. In the bottom right, a hand points upwards. There are three coffee cups scattered around the table. A pair of glasses lies in the bottom center. The background is a plain white surface.
- **Identify Possible “Wow” Moment of Truth experiences when working with a BUYER.**

- 
- A top-down view of a meeting table with various items and hands. In the top left, a hand holds a red pen near a tablet. In the top right, a hand points with a blue marker. In the bottom left, a hand holds a white marker. In the bottom right, a hand points upwards. There are three coffee cups (blue, green, and red handles) and a pair of glasses on the table. The background is a plain white surface.
- **Identify Possible “Wow” Moment of Truth experiences when working with a SELLER.**



The ICE Strategy Process

- **Customers have great difficulty differentiating between agents**



Step One: Gather Information

- Know exactly where you stand in terms of service
- What are you using for surveys?





Step 1: Gather Information

- **Ask questions that target the general feelings regarding:**
 - **Communication**
 - **Comfort with the steps of the process**
 - **Vendor partner performance**



WANT
WANT
WANT
WANT
NEED

Step 1: Gather Information

- Implement client surveys
 - Offering an incentive
 - Uncover what the customer/client feels is MOST important

Please move the
Deer Crossings!





Step 1: Gather Information

- **Conduct face to face meetings with past and current clients**
- **What do they like most about your business?**





Step 1: Gather Information

- **Why do they keep utilizing your services?**
- **What would cause them to seek other options?**





Step 1: Gather Information

- **What are the top three services we offer that you take advantage of the most?**



Step 2: Assemble Analyze Adapt



- **Sift through and identify actionable items**
- **Set up a plan of action to tackle the feedback**



Hi! This is _____! How is your day going? Great!

I am in a class this morning where we were discussing gratitude for our clients and how to create Wow customer service experiences. So first off, I want to THANK YOU for allowing me to help you with your home _____ Sale or Purchase _____.

I am always striving to improve my ability to provide an amazing experience. Can you help me? I have three short questions.

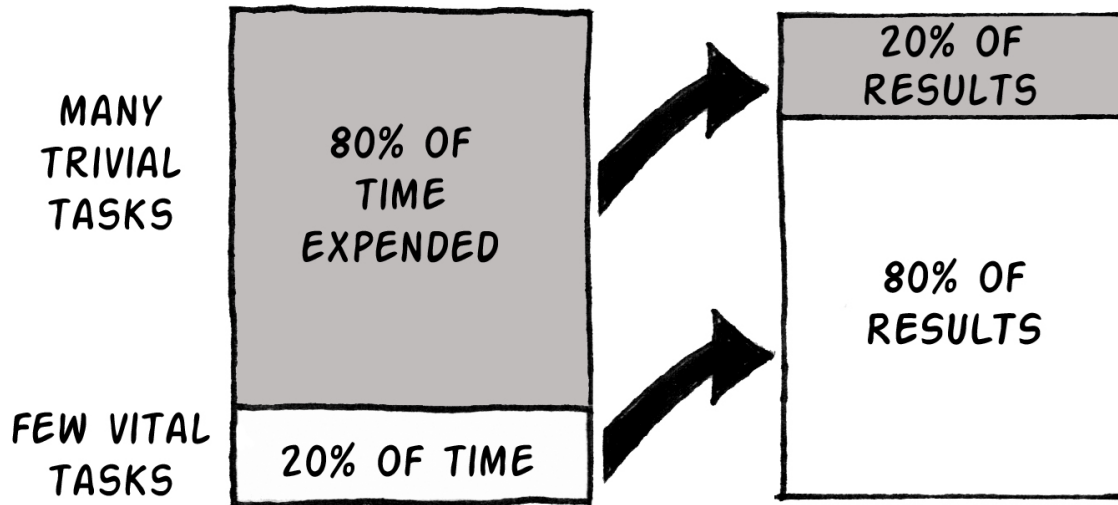
- 1) what did you like about your experience working with me (my team)?
- 2) Here's where you can give me an amazing gift so please feel free to be completely honest: what would have made the experience even better?
- 3) Would you feel comfortable sending your friends and family my way if they ever needed anything real estate related?

Thank you so much for your time and feedback, I really appreciate you!



Step 3 Prioritize and Implement

- **Prioritize your action steps**
- **Identify those actions that will have the most impact on the customer experience with the least amount of effort**





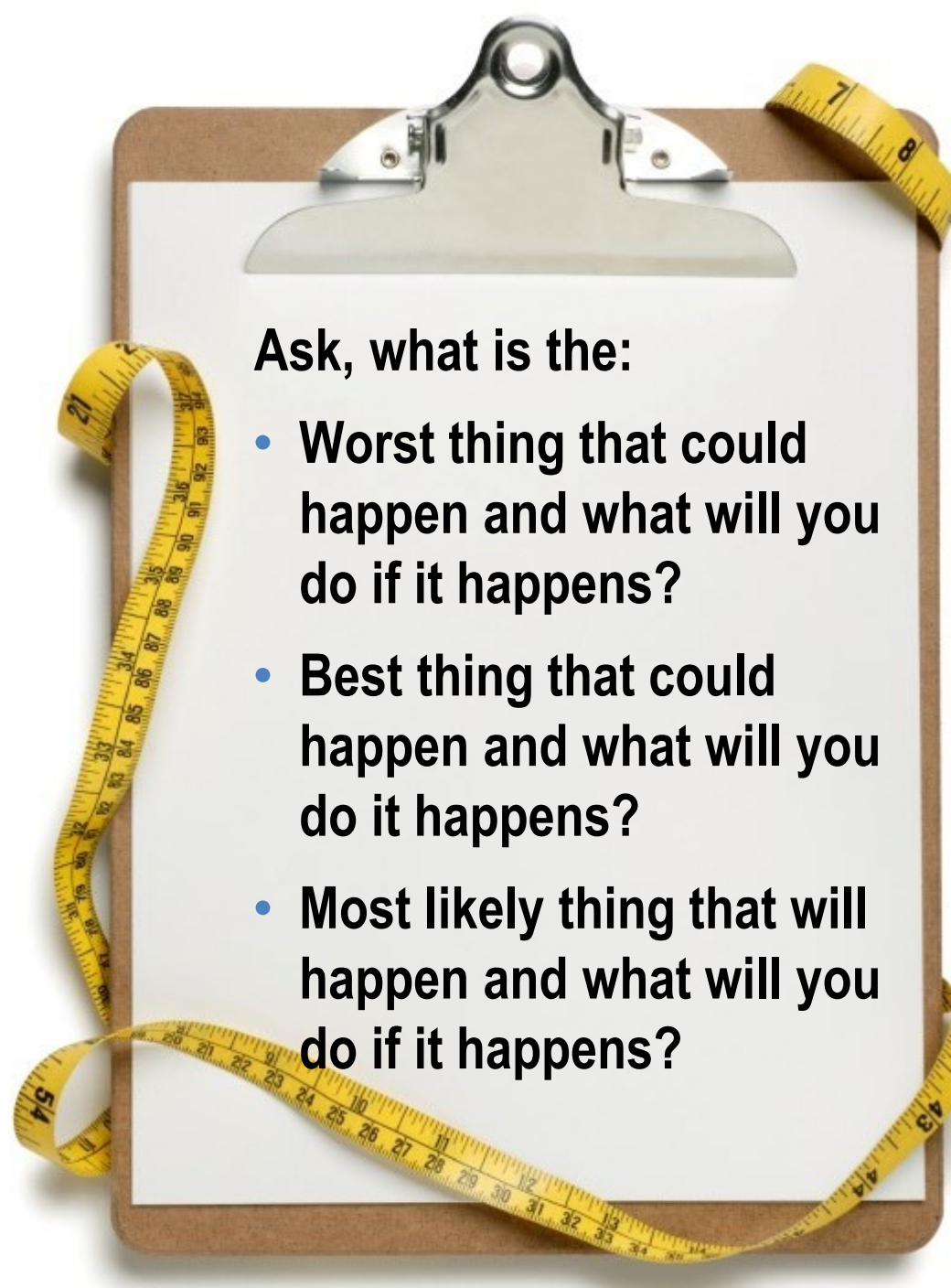
Step 3 **Prioritize and Implement**

- **Never let a client leave angry or upset if you can possibly prevent it.**





- **Evaluate progress every 2 weeks**
- **Evaluate your decisions**



Ask, what is the:

- **Worst thing that could happen and what will you do if it happens?**
- **Best thing that could happen and what will you do if it happens?**
- **Most likely thing that will happen and what will you do if it happens?**



Step 3 Prioritize and Implement

- **Is it an activity that will increase efficiencies?**





Step 3 Prioritize and Implement

- **Is it an activity that will decrease complexity?**





Step 4: Evaluate Results - Calibrate

- Evaluate and calibrate
- Check your follow up routines and tracking systems





Step 4: Evaluate Results - Calibrate

- Did your changes have a buying decision making impact?

HAPPY CUSTOMER





The Strategy of ICE

- **Input**
- **Collaboration**
- **Setting aside egos**
- **Consumer centric**

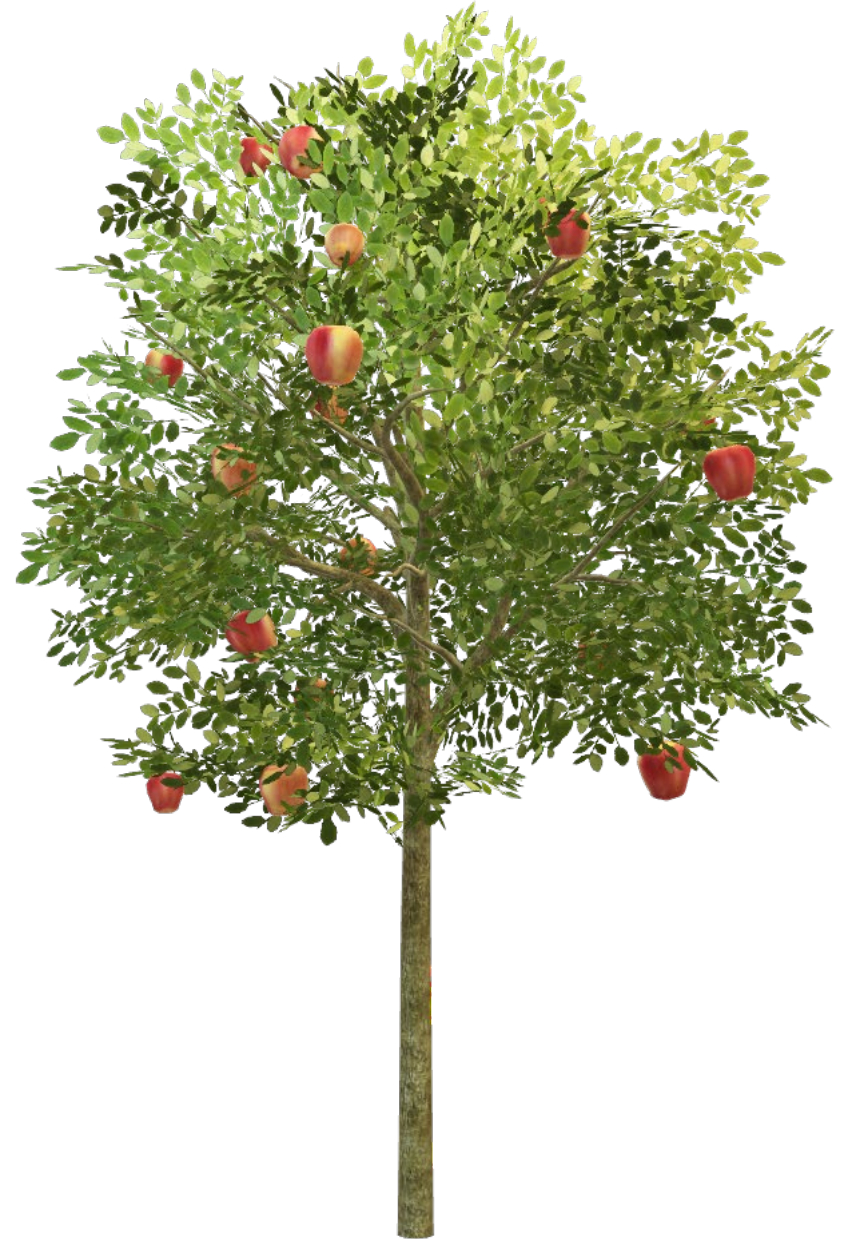


From Decision to Action





- **Is there a system in your business to show that you care about your clients before, during and after the sale?**





VIP Referral System

We want to make sure we have a system to properly thank the people who send business our way!

At the time of the referral I want to show appreciation with:

- Verbal Thank You
- Personal Note
- Public Acknowledgement

Reward the behavior you want to have duplicated!

When the transaction closes:

- Phone Call Thank You
- Personal Note
- Coffee/Lunch Invite

Someone who feels part of the process will be more involved!

VIP Database

- Added Contact
- Labeled referral
- Set Communication Reminder
- VIP Event/Pop Bys

What you Appreciate Appreciates!



STRATEGY

P
L
A
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V
I
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I
O
N

SUCCESS



**Stand out
and the rest
will follow...**

Making a Splash with the ICE Strategy Incredible Customer Experience



**Presented by:
Andrea
Sheridan**