

Service — 16 Experiences

The Pulse

Keep the promise, again and again.

PURPOSE

Keep every promise, see who keeps coming back and who leaves, and send what you learn to the Compass to start the next turn.

The Pulse

16 · SERVICE · EXPERIENCES

OWNER | EXPERIENCE | MONTH | LAST UPDATED | SCORE / 50

1 What we promised

From the Handshake.

SCORE 1 2 3 4 5

2 Promises kept

Delivered on time, as written.

SCORE 1 2 3 4 5

3 People served

This month, and last month.

SCORE 1 2 3 4 5

4 Came back unprompted

Real adoption.

SCORE 1 2 3 4 5

5 What they do now

That they didn't before.

SCORE 1 2 3 4 5

6 Who left, and why

Ask every leaver.

SCORE 1 2 3 4 5

7 Their words

Quotes worth keeping.

SCORE 1 2 3 4 5

8 What they ask for next

New wants.

SCORE 1 2 3 4 5

9 Signals for the Compass

What goes back to the Compass.

Sent to the Compass on _____

SCORE 1 2 3 4 5

10 What we'll change

In how we serve them.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **What we promised**	List the commitments from the Handshake.	Some of them.	All of them.	All of them, with each first moment of value.
2 **Promises kept**	Count how many promises were kept on time, as written.	A feeling.	A count.	A count for every promise, with each one that slipped and why.
3 **People served**	Count the people served this month and last month.	A guess.	Both months.	Both months, with who joined and who left.
4 **Came back unprompted**	Count who came back without being reminded.	Sign-ups.	A count.	A count of unprompted, repeated use, measured the same way each month.
5 **What they do now**	Write what people do now that they didn't do before.	Assumed.	A few changes.	Real changes in what people do, with examples.
6 **Who left, and why**	Ask everyone who leaves why, and write what they actually did.	Not asked.	Some asked.	Every leaver asked, with what they did, not just what they said.
7 **Their words**	Save what they say, with who and when.	Paraphrases.	Several quotes.	Quotes from stayers and leavers, sourced and dated.
8 **What they ask for next**	Write what they ask for next, in their words.	Our roadmap.	Their requests.	Their requests in their words, grouped by what comes up again and again.
9 **Signals for the Compass**	Write what customers now do and ask for, and send it to the Compass to start the next turn.	Kept to ourselves.	Some signals sent.	Clear signals sent to the Compass, dated, with their sources.
10 **What we'll change**	Write what you'll change in how you serve them.	Discounts to stop leavers.	A few changes.	Changes that answer why people left and what they asked for.