

How to Create "EJ" Experiences by Bernd Schmitt, CEO

In *Experiential Marketing*, I featured Singapore Airlines as a **brilliant example of experiential service** to customers and praised "the meticulous attention to detail and overall service experience."

In August 1999, I again experienced the brilliant service of Singapore Airlines, when I embarked on a round-the-world trip. The trip taught me one important lesson. You need to be **obsessive about the details of the service experience**. I also understood that traditional marketing satisfaction models are missing the sensory, gut-feel, brain-blasting, all-body, all-feeling, all-mind "**EJ**" **experience**.

EJ? "EXULTATE JUBILATE": Let the customer delight in exultant jubilation. This is the goal of all service marketing.

Let me illustrate the principle with examples from my trip.

Unobtrusive functionality

The high-quality, reclining, spot reading light. Bright, dramatic, and, yes, working. Not one of those awkwardly bending high-tech snail cords that are always in your way when you don't need them. A light that does not draw attention to itself, unobtrusive functionality.



"Surround" entertainment



The 14-inch monitor, with a sharp picture and lush color. At a comfortable distance. Like a home TV, the clear, crisp sound of the headphone, entirely filtering out the engine noise. Ready for surround entertainment.

Serene relaxation

At 4:30 am (West Coast time), across the Pacific, in my suite-like compartment, upholstered in Connolly leather and trimmed in burr wood, I slip into my pajamas and feather comforter to enjoy the World Gourmet Cuisine (created by culinary experts like Georges Blanc). The flight attendant becomes a nurse, and I the patient, accepting, awaiting, out of the buzz, in serene relaxation.



A welcome pick-up at the right moment



The hot and steaming fluffy towel brings me back to consciousness and reality right before landing. I place it on my face, on seat 1B, landing in an approaching typhoon on 8/22, at 5:02 am, in Hong Kong, listening to the EMI Classic recording of "Liebestod," conducted

by Herbert von Karajan (Soprano: Helga Demesch). "Unbewusst! Hoechste Lust!"

Back on the ground: A sanctuary for work (and fish)

In the peace of the First-Class lounge, I work--through speedy Internet access. The soft light and quiet murmuring sounds of a large aquarium surround me. I am delighted to find--among the tiny red shark-like *rasbora maculata*, the *papiliochromis ramirezi* (both the gold and the Asian varieties) and the ruffled Sumatran *trichogaster trichopteri*--my favorite of tropical fish: the beautiful but tragic *astyanax fasciatus mexicanum*.

