

The Power Behind Unexpected Moments of Beauty

My son and his fiancé elected to get married in a large antique church in mid-town Atlanta. Their choice of church was driven in part by the magnificent stained glass windows in the sanctuary. Just at the “I do” part of their late afternoon ceremony, the setting sun suddenly showered through one giant stained glass window sending a mosaic of bright colors over the wedding party. It took our breath away!

What if customer service was like a stained glass window? It would mean service that is arched, not a plain square or rectangle. It would be distinctive and very colorful. It would be handmade and special, not cookie cutter like an ordinary window. And, it would create a story-to-tell in the memory of the recipient.

Service with sprinkles is like a stained glass experience to customers. It lightens up their day, it surprise them with compelling artistry, and it decidedly unique and unexpected.

How are you bringing a stained glass experience to your customers?

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