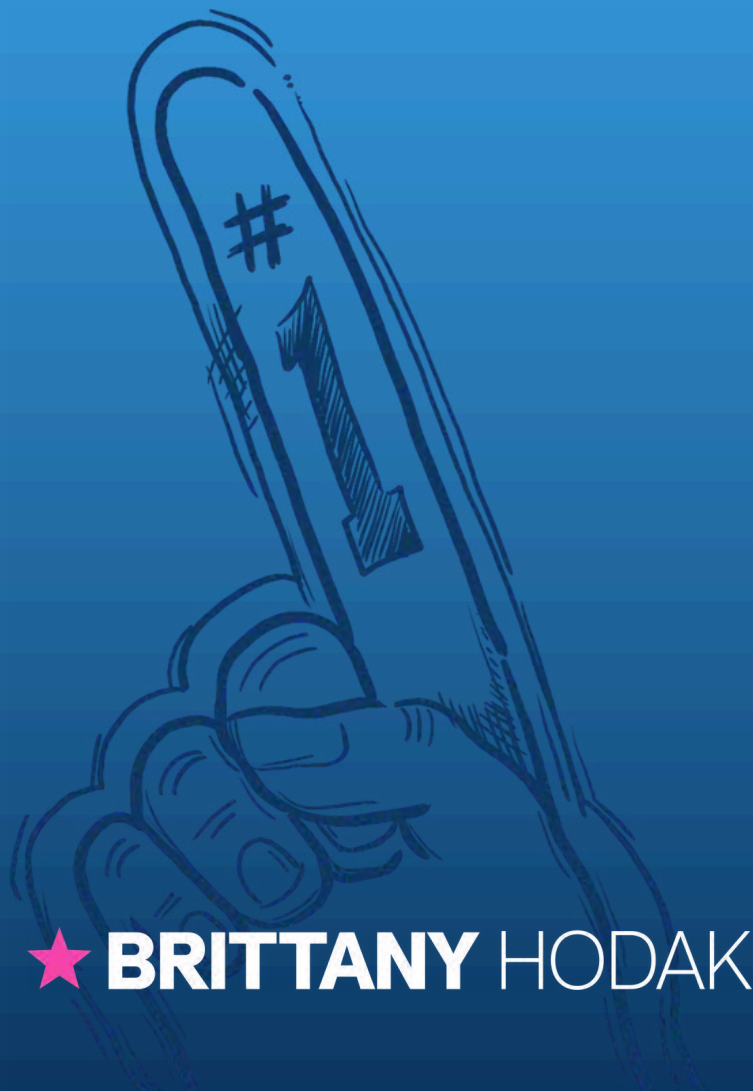


THE **SUPERcharged** *Playbook*

Use AI to Deliver Experiences That
Turn Customers Into Superfans



★ **BRITTANY** HODAK

The SUPER Model

Superfans are created at the intersection of your story and every customer's story.

/ˈsɔʊpərˌfæn/
noun

A superfan is a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they will return and tell their friends.



In sales and marketing, the "why" and "who" are always more important than the "how." The "why" represents your story. The "who" represents your customer's story.

Until you master both of these, the "how" (marketing and sales channels) doesn't matter, because it will not be effective if the first two aren't aligned.

If you want to create superfans effectively, being great isn't good enough. You've got to be SUPER. And in a world where 64% of consumers prefer to buy from companies that tailor the experience to their wants and needs, using AI to deliver hyper-personalization is no longer a nice bonus — it's the bare minimum expected (Qualtrics XM Institute's 2024 Global Consumer Study).





Start With Your Story

Before you can use AI to enhance your customer experience, you need to be clear on the story AI is helping you tell. Your brand story explains what you stand for, what makes you different, and why your customers should trust you.

A clear, compelling brand narrative acts as a north star for your entire team and a shortcut for teaching AI tools how to show up in your voice. **If your AI doesn't understand your tone, values, and personality, it can't represent you well.**

The exercises below will help you define your brand's voice and tone, so you can give AI the context it needs to sound consistent, confident, and most importantly, human.

What We Say (and What We Don't)

Show how your brand would naturally say something—and how it wouldn't. This helps define the tone, language, and personality that feel true to your voice.

Example: How would we tell customers we've received their request and we're working on it?

On-brand: *"We've got your request and we're on it. You'll hear from us soon!"*

Not Us: *Your request has been logged. Please allow 3–5 business days.*

How would we thank customers for their patience?

On-brand: _____

Not Us: _____

How do we address customers in an email?

On-brand: _____

Not Us: _____

How do we suggest additional items they didn't ask for—but might need?

On-brand:

Not Us:

How do we follow up after a short first meeting with a potential team or buyer?

On-brand:

Not Us:

How do we inform our customers of a price increase? (Or other bad news)

On-brand:

Not Us:

How do we introduce what we do to a new coach, AD, or league organizer?

On-brand:

Not Us:

Plug & Play Prompts

1. Find gaps in your storytelling

Prompt:

Review this homepage or sales messaging and identify what is generic, unclear, or similar to competitors. Suggest ways to make it more memorable and differentiated. [Paste copy]

2. Identify your strengths

Prompt:

Based on these customer reviews and testimonials, what do customers seem to value most about our business? [Paste reviews/testimonials].

3. Analyze your brand voice

Prompt:

Based on these emails and customer communications, describe our brand voice in 5 words and create simple tone guidelines we could use with AI tools. [Paste examples].



Understand Your Customer's Story

To connect your story with every customer's story, you've got to understand the struggles that led them to this point, the transformation they're hoping to undergo, the options they're considering (including your competitors), the reservations they may have about moving forward, and whether you are the best solution to their problem.

This level of clarity doesn't just help your team—it helps your AI tools, too. When you define your customer's story in detail, you can guide automation to respond with empathy, relevance, and impact at every stage of the journey.

Use the Target Superfan Persona template to map out your customer's STORY and train your brand (and your tech) to show up in all the right ways.

Struggles:

List the top two or three things your Target Superfan is struggling with. Remember: Your Strengths will help offset their Struggles.

Transformation:

What is the main Transformation your Target Superfan is hoping to undergo? In what measurable way(s) will their life be better when you help them with this Transformation?

Options:

List the other options in your target superfan's consideration set. Once you understand them, your Origin Story will help position you as their BEST option.

Reservations:

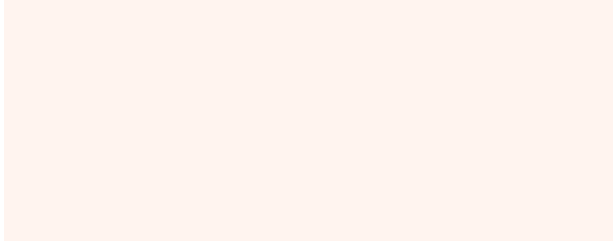
List any reservations your target superfan might have about working with you. How will you help your target superfan move past each reservation?

You:

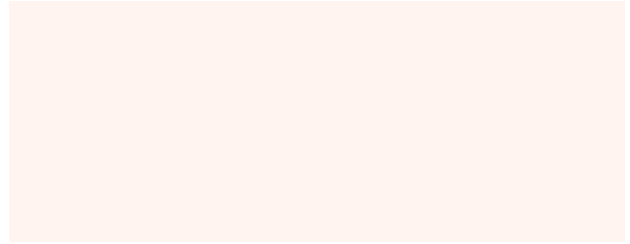
Why is this Target Superfan right for YOU? Why are YOU right for them?

Target Superfan Persona

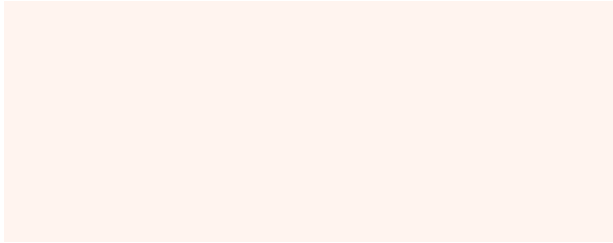
Struggles:



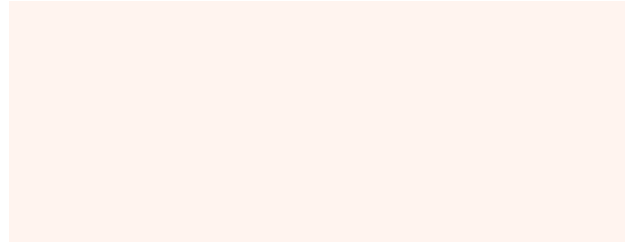
Transformation:



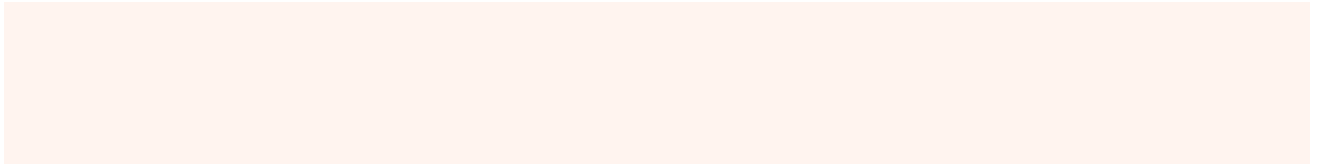
Options:



Reservations:



You:



Plug & Play Prompts

1. Record Customer Profiles

Prompt:

Create a customer profile for this school/team based on their order history, communication style, and purchasing patterns. Include likely priorities, frustrations, and opportunities to personalize service. [Paste information].

2. Improve your questions

Prompt:

Give me 5 better questions to ask a new team or school so I can understand their needs beyond just what they're ordering." OR Create a checklist of customer information I should track so I can personalize my outreach and build stronger relationships over time.

3. Identify hidden needs

Prompt:

Analyze these meeting notes and identify the customer's biggest priorities, concerns, and unstated needs. Then suggest the best next step. [Paste notes].



Personalize

Personalization is one of the most powerful ways to turn customers into superfans—and AI makes it easier (and faster) than ever.

But personalization doesn't mean adding someone's first name to an email and calling it a day. It's about making the most important interactions feel tailor-made—like you're speaking directly to one person, not broadcasting to many. When done well, AI can help you deliver the right message, on the right channel, at exactly the right time—without overwhelming your team.

Use the exercises below to spark discussion and identify key moments in your customer journey where personalization could make a real impact.

At what touchpoints are we currently treating all customers the same?

How could we give customers more control over their preferences?

Are we offering personalization that feels useful—or just invasive?

Are we letting our customers tell us who they are—or just relying on their data? Where could we invite customers to shape their own experience?

Plug & Play Prompts

1. Personalized follow-up

Prompt:

Write a follow-up email after a meeting with a [customer type]. Weave in this detail/story that they shared: [insert detail]. Make it personal, specific, and helpful—not generic.

2. Customize by sport/team

Prompt:

Customize this message for a youth soccer league instead of a high school football team: [Insert message]

3. Personalize recommendations

Prompt:

Based on this order, suggest three additional products that would genuinely help the customer (not just upsell). Please make sure it's not too salesy. Here are a few details about the customer you can weave in.



Exceed Expectations

You don't need a big budget or fancy tech to wow your customers. You just need to think a step ahead. Most brands meet expectations. The memorable ones exceed them—by noticing the little things, acting with empathy, and delivering value when it's least expected.

AI gives you a powerful assist here: it can flag key moments, suggest timely actions, and even automate thoughtful follow-ups. But the magic still comes from you. When you use AI to amplify your human touch—not replace it—you create moments that stick.

Look at the key stages of your customer journey and identify one way you could use AI to make the experience feel more personal, helpful, or human.

Touchpoint	Current Experience	WOW Opportunity
<i>Subscription is renewed</i>	<i>Silent transaction</i>	<i>Personalized thank-you note + surprise bonus</i>

Plug & Play Prompts

1. Create small surprise moments

Prompt:

Give me 10 small, low-cost ways a sporting goods retailer could surprise and delight a customer. Then, give me 10 ways that would cost around [insert budget amount.]

2. Improve the ordering experience

Prompt:

This is our current ordering process for [insert item/customer type.] [Insert details]. Suggest 5 minor ways we could improve this experience for the customer.

3. Improve the follow-up

Prompt:

This is how we typically follow-up with [type of customer]. [Insert details]. What are some tips for improving the follow-up?



Repeat

Superfans aren't created by accident. They're the result of consistent, intentional experiences that are worth repeating. The best brands systematize what works so every customer feels valued—not just the lucky ones. That means identifying your best moments and finding ways to repeat them at scale.

AI can help you turn one-off wins into everyday excellence—by flagging important moments, automating thoughtful follow-ups, and reinforcing the habits that create loyalty. Automation doesn't have to be all or nothing. Figure out what works best for you, and don't be afraid to delegate or eliminate the things that aren't adding value. When you build systems that scale the right kind of consistency, you create more time to focus on what matters most: building real, human connection.

Tips to Turn Great CX Into Repeatable Systems

Run automated CX audits.

Use AI to regularly scan your customer interactions for patterns—like delayed responses or sentiment shifts—so you can fix gaps before they become problems.

Turn your best reps into AI trainers.

Capture the language and approaches of your top performers, then use that data to train AI systems (like chatbots or email assistants) to replicate what works.

Use AI to catch what humans miss.

Set alerts for milestones, churn risks, or unanswered questions so you never miss a chance to follow up.

For every recurring customer-facing task, ask:

- ✔ Is this something we do more than 5 times a week?
- ✔ Would it benefit from consistency?
- ✔ Could personalization make this feel more human—even if it's automated?
- ✔ Would automating this free someone up to do more meaningful work?

If the answer is yes to at least 2 of those questions, it's a candidate for automation.

Plug & Play Prompts

1. Identify repeatable moments

Prompt:

Based on my business as [business type] serving [customer types], what reminders should I set throughout the year to proactively reach out to customers? Include timing, purpose, and what I should say.

2. Ask for reviews or referrals

Prompt:

Write a script for asking customers to leave us an online review. Please write one line I can use in-person and another line I can add to the bottom of an email order confirmation.

3. Repeatable gifting opportunity

Prompt:

What is one simple, repeatable gifting or surprise opportunity I could use for the majority of my team or school clients that feels thoughtful but is easy to scale?

Want More Strategies to Turn Customers Into Superfans?

In *Creating Superfans*, award-winning speaker and CX expert Brittany Hodak shares a proven formula for transforming your business from a commodity into a category of one.

Packed with real-world stories, sharp insights, and memorable case studies, *Creating Superfans* shows how brands of all sizes can win on the customer experience battlefield. Brittany brings lessons from working with icons like Taylor Swift, Dolly Parton, and global brands like Walmart, Amazon, and Disney—and distills them into the SUPER Model: a simple, scalable system for turning customers into superfans.

Whether you're launching a new business or running a hundred-year-old brand, *Creating Superfans* gives the entire team a shared playbook for tapping into the unmatched power of superfandom.



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