

TTCF



T H E C U S T O M E R

FOCUS™



About Buddy Rice and Shep Hyken

Meet Buddy Rice

Master Trainer, Speaker and Facilitator



Buddy Rice started working with Shepard Presentations in 2006. He brings over 30 years of customer service experience to your team. He is both a speaker and master facilitator known for his fast-paced, exciting workshops. Buddy has been recognized for consistently delivering practical, results driven, customer-focused training.

Buddy's professional career has included over 30 years of airline experience at Delta Air Lines, most recently responsible for The Crown Room Clubs' worldwide operations, staffing and quality assurance programs. Under his direction, the lounges have been recognized by Business Traveler and Executive Travel magazines respectively as 'best airport lounges' in the industry.

Buddy delivers a succinct, fast-paced, practical production that yields an enjoyable and interactive experience. With tens of thousands of participants over his career, he has made a significant and long-lasting impact on virtually every participant. Buddy maintains a focused and informative presentation while remaining approachable, engaging, involved and humorous.

Not wanting to slow down, Buddy continues to practice what he teaches other managers and companies on a daily basis. Many people call him a serial mentor for his unique ability to quickly engage and connect with his audiences in positive and permanent ways.

Meet Shep Hyken

Author, Speaker and Creator of *The Customer Focus*



Shep Hyken, CSP, CPAE is the Chief Amazement Officer of Shepard Presentations. As a speaker and author, Shep works with companies and individuals who want to build long term relationships with their customers and employees. In 1983 he founded Shepard Presentations and since then has been mixing information with entertainment to

create exciting programs for his audiences.

Shep is the author of *Moments of Magic*, *The Loyal Customer* and the *Wall Street Journal* best-selling book, *The Cult of the Customer*.

Shep Hyken's most requested programs focus on customer service/loyalty, internal service and customer relations. Shep has worked with hundreds of companies and associations ranging from "Fortune 500" size companies to smaller organizations with less than 50 employees. Some of his clients include American Airlines, Anheuser-Busch, AT&T, General Motors, Holiday Inn, Kraft, Marriott, Monsanto, Shell Oil, Standard Oil and many, many more.

In 2003 Shep repurposed his material for one of his most exciting projects to date - The Customer Focus™. Companies and individuals are now experiencing in depth programming on Shep's customer service and loyalty strategies.

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The Customer Focus Workshop & Materials

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The Cult of the Customer

Notes:



1. Cult of _____



2. Cult of _____



3. Cult of _____



4. Cult of _____



5. Cult of _____



Customer Evangelists



Ten Ways to Create Amazement



1. _____



2. _____



3. _____



4. _____



5. _____



6. _____



7. _____



8. _____



9. _____



10. _____

Notes:



Moments of Truth

MOMENTS OF TRUTH

According to Jan Carlzon, a Moment of Truth is any time a customer comes into contact with any aspect of a business- *however remote*- and has an opportunity to form an impression.

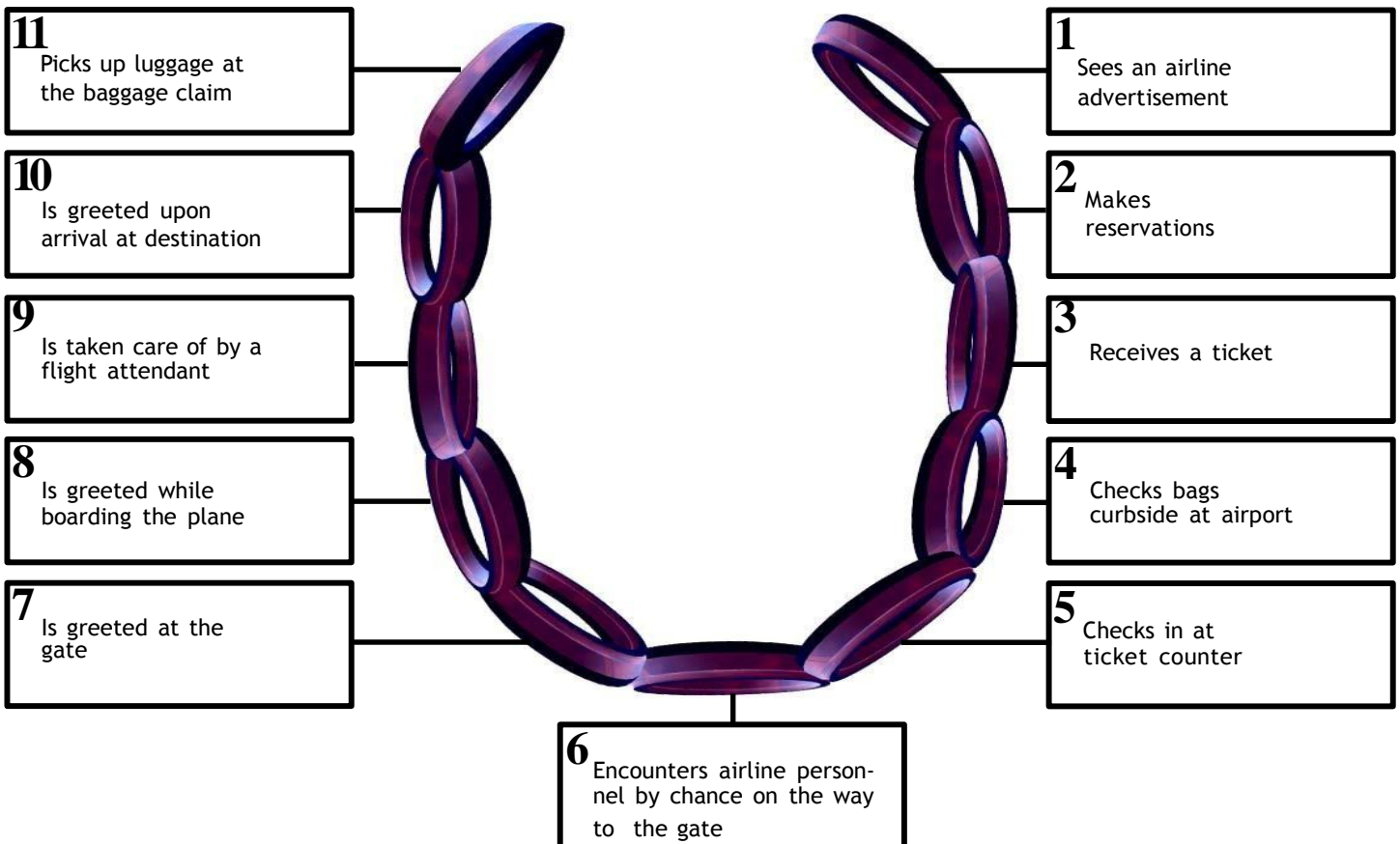
FRONTSTAGE MOMENTS OF TRUTH

Frontstage Moments of Truth are the points of contact where a customer physically encounters the business in some way.

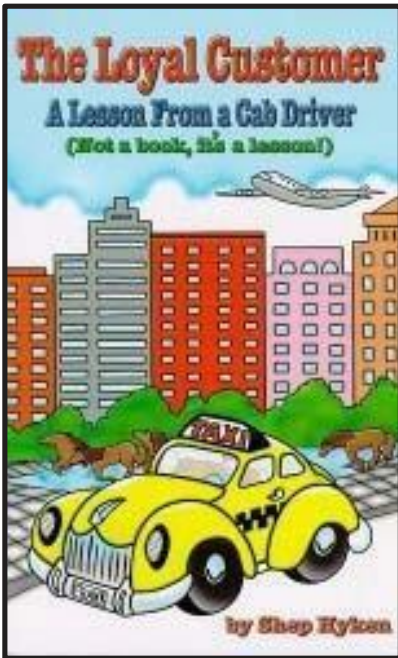
BACKSTAGE MOMENTS OF TRUTH

Backstage Moments of Truth are the “behind the scenes” steps that combine to create one point of contact with the customer.

Notes:

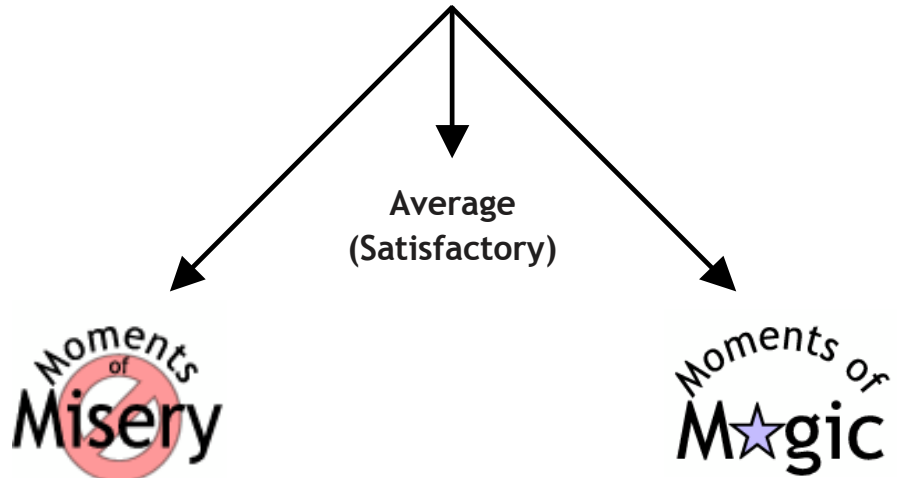


Moments of Magic™



Moments of Truth can go one of three ways:

MOMENTS OF TRUTH



Moments of Misery™ are, essentially, Moments of Truth gone bad. In these cases, the customer has a bad experience.

Average Moments of Truth are generally satisfactory. They are not bad, but do not exceed expectations, either.

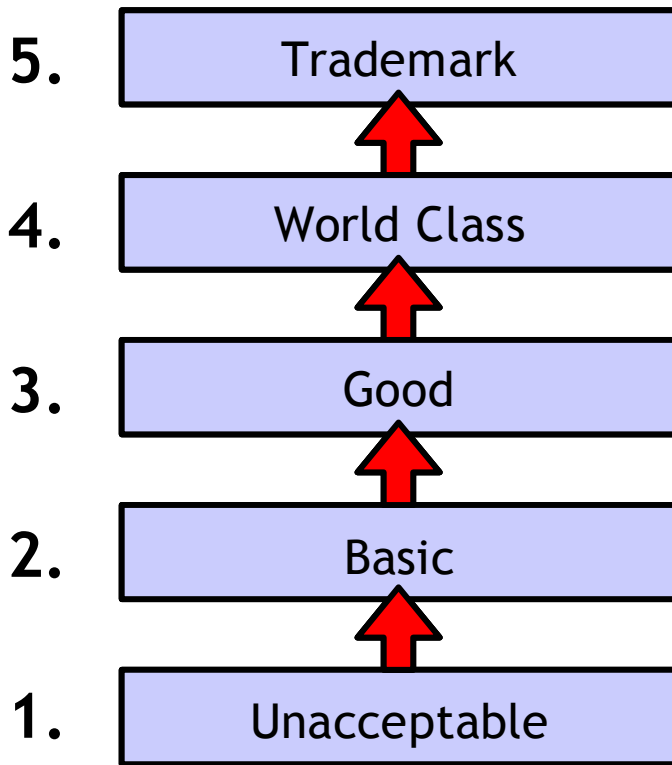
Moments of Magic™ are the above average, great experiences that keep customers coming back for more!

Aim to make every *Moment of Truth* a *Moment of Magic™*!

Notes:



The Five Levels of Service™



NOTES

Example of *Trademark* service: _____

Example of *World Class* service: _____

LEVEL OF SERVICE
ASSESSMENT

1

2

3

4

5

TRADEMARK

Mark where you think your business is operating among the Five Levels of Service, keeping in mind that you probably aren't at the Trademark level just yet. Then, in the remaining space, explain why you think your company rates where it does. What could you do to move further up the scale?



R.A.T.E.R.

Notes:



R.



A.



T.



E.













R.



Top Ten Ways To Create Customer Amazement

NOTES

The following are ten specific strategies to create customer amazement and Moments of Magic.

1.  _____
2.  _____
3.  _____
4.  _____
5.  _____
6.  _____
7.  _____
8.  _____
9.  _____
10.  _____



Ten Brainstorms

The following pages have a place to record the brainstorm that has been selected for your table as well as a space to record the other nine brainstorms. These are all related to the ten strategies we just discussed. You will be assigned a brainstorm to work on over the next 20 minutes.

The Format

1. Thought Starter - Individual (approximately five minutes):

- Work through the questions in the thought starters on your own. Write brief notes in the space provided.

2. Conversation - Group Activity (approximately ten minutes):

- Have a conversation around your answers to the thought starters. Discuss how you could implement the strategy into your organization. Be sure to take notes in the space provided.

3. Wrap Up Question (approximately five minutes):

- After you have had the conversation, come to a consensus about the best one or two ideas that you could implement. Again, take notes as you will be asked to share your answers with others that were not in your group.



Brainstorm

1. Thought Starter

2. Conversation: Share your answers with a small group. Brainstorm how to adapt these ideas into your organization.

3. Question: If you could only implement one idea about _____, what would it be?



Group Brainstorm

As you listen to the rest of the groups share their ideas from their brainstorm sessions, record them in the areas below. Circle the ideas that you feel could be implemented in your organization.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



Moments of Magic™



INSTRUCTIONS: Fill out the the Moments of Magic™ form below with one of your own personal examples.



A *Moment of Truth* is any time someone comes into contact with us or our company.

It can be good, it can be bad, or it can be just average ("OK" or satisfactory).

A *Moment of Magic™* is anything that is better than just "OK." Sometimes, it's even amazing.

Briefly describe a *Moment of Magic™* that you created for either a customer or fellow employee.

Name:

Manager Comment:



Keeper Ideas

“KEEPER” IDEA

1

“KEEPER” IDEA

2

“KEEPER” IDEA

3

More Ideas and/or Notes

