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 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 Cult of the Customer

1. Cult of________________________

2. Cult of________________________

3. Cult of________________________

4. Cult of________________________

5. Cult of________________________

Customer Evangelists
## Ten Ways to Create Amazement

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**Notes:**

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**THE CUSTOMER FOCUS**
TCF Goals

Overall goals of The Customer Focus™ program include:

• Being able to take the concepts that you learn back through your organization by utilizing the TCF processes.

• To implement what you learn every step of the way.

• To discuss workshop results with your team at every level while setting clear expectations for amazing service.

The learning objectives of The Customer Focus™ are to help you:

• Craft effective strategies to raise the bar on both internal and external service

• Create positive experiences for all that have business with your company

• Experience a more customer-focused approach to your work and team

• Learn ways to better serve co-workers so they serve the external client even better

And more!

Use the space provided to list your own personal goals for your participation in The Customer Focus™ as well!
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.

11. Picks up luggage at the baggage claim
10. Is greeted upon arrival at destination
9. Is taken care of by a flight attendant
8. Is greeted while boarding the plane
7. Is greeted at the gate
6. Encounters airline personnel by chance on the way to the gate
1. Sees an airline advertisement
2. Makes reservations
3. Receives a ticket
4. Checks bags curbside at airport
5. Checks in at ticket counter
Moments of Truth can go one of three ways:

- **MOMENTS OF TRUTH**
  - Average (Satisfactory)

**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™

5.
Trademark

4.
World Class

3.
Good

2.
Basic

1.
Unacceptable

Example of Trademark service: __________________

Example of World Class service: __________________

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?

NOTES
Top Ten Ways To Create Customer Amazement

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.
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. 
INSTRUCTIONS: Fill out 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

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More Ideas and/or Notes