

# LESSON 6



## Creating a Customer-Focused Company

*Ideas are like rabbits. You get a couple, learn how to handle them, and pretty soon you have a dozen.*

- John Steinbeck



***Creating Ultra-Services  
& a Customer-Focused  
Company***

***Jon Schallert, President  
The Schallert Group, Inc.  
[www.DestinationUniversity.com](http://www.DestinationUniversity.com)***

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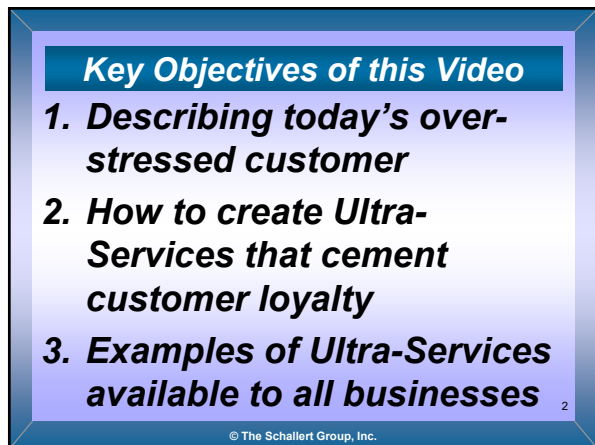
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***Key Objectives of this Video***

- 1. Describing today's over-stressed customer***
- 2. How to create Ultra-Services that cement customer loyalty***
- 3. Examples of Ultra-Services available to all businesses***

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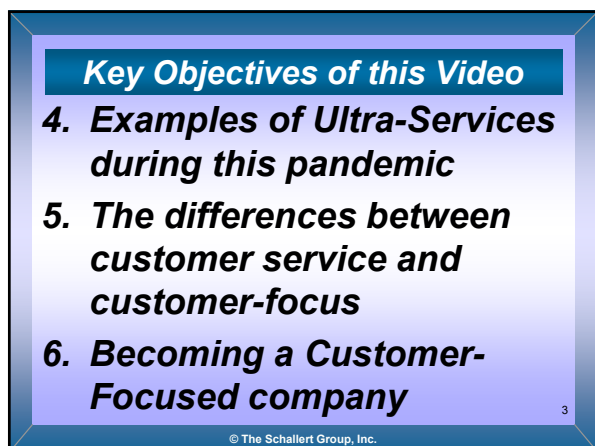
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***Key Objectives of this Video***

- 4. Examples of Ultra-Services during this pandemic***
- 5. The differences between customer service and customer-focus***
- 6. Becoming a Customer-Focused company***

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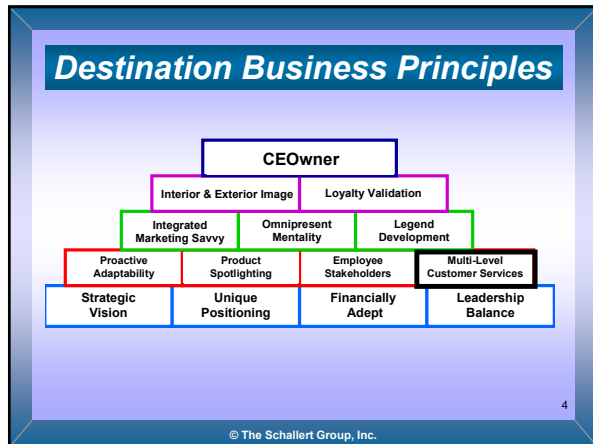
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**Extreme Customer Demands**

- *Customers demand 24-7-365 assistance*
- *Those that meet these needs, get loyalty*
- *Puts huge pressure on independents to impress!*

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**Extreme Customer Demands**

- *Customers compare your company's service to the best customer experience they've ever had*
- *Now they have the method to complain: Social media*

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**Extreme Customer Demands**

- *Ultra-services almost always address saving time, providing convenience, & safety*
- *Now is when the customer is most in need!*

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**Customer Ultra-Services**

- ✓ *Delivery & shipping, especially in a crisis*
- ✓ *Customized changes*
- ✓ *Access at all times*
- ✓ *Longer hours of operation*
- ✓ *On-call employees*

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### Customer Ultra-Services

- *After hours, limited hours, early morning hours*
- *Limited customers in store*
- *Shopping with appointment*
- *Appointments with Facetime & Instagram*

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**Zelda Rose Boutique**  
Page Liked · April 14 ·

Good morning!! Lots going on here!! Here's the rundown:  
 🥳 Our curbside pickups today will be open 11-2.  
 🥳 The \$25 Tuesday live sale will be at 2pm today in our group! [www.facebook.com/groups/zeldaroseboutique](http://www.facebook.com/groups/zeldaroseboutique)  
 🥳 Invite 3 friends to join this group before 2pm today and get \$10 off your order.  
 🥳 Free gifts with purchases today  
 🥳 The new arrivals today are awesome!!  
 See you at the curb or at 2! ❤️❤️❤️ Denison Live Denison Chamber

6 3 Shares

Like Comment Share

Write a comment...

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### Develop Your Ultra-Services

- *No contact options:*
- *Pickup, Curbside pickup, Curbside drop-off*
- *Call in & bring out to car, Call from parking lot*
- ***Services to fill the need!***

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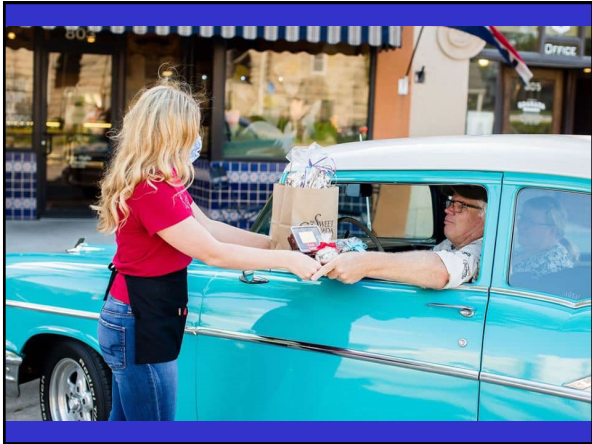
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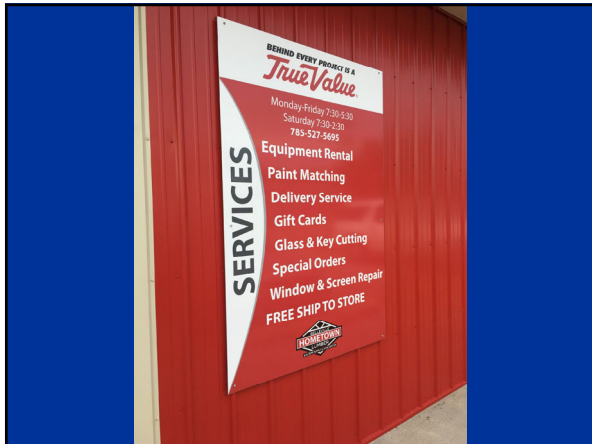
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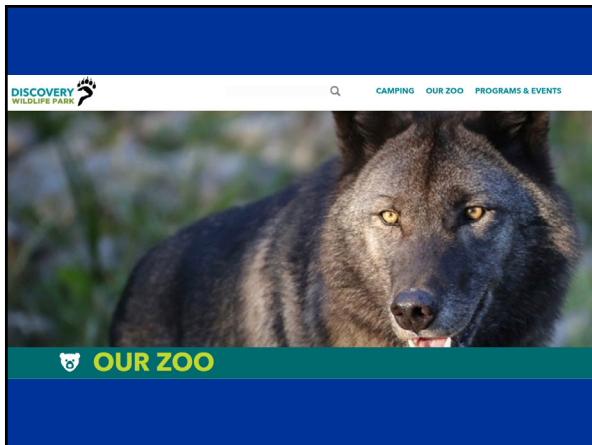
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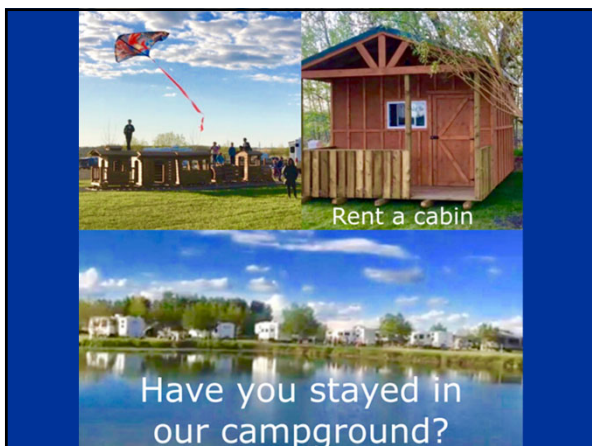
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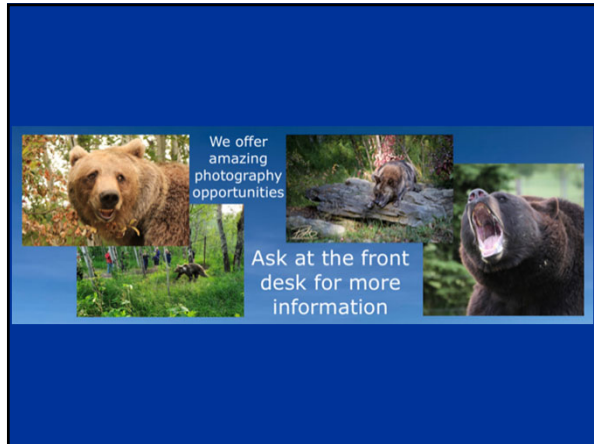
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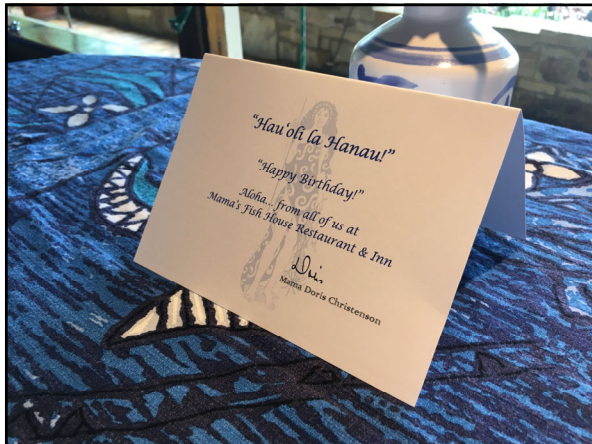
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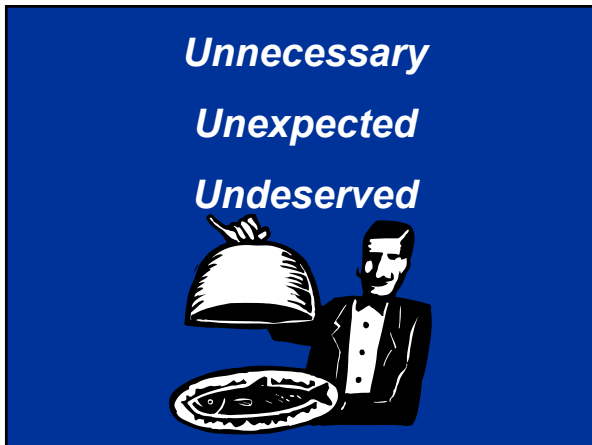
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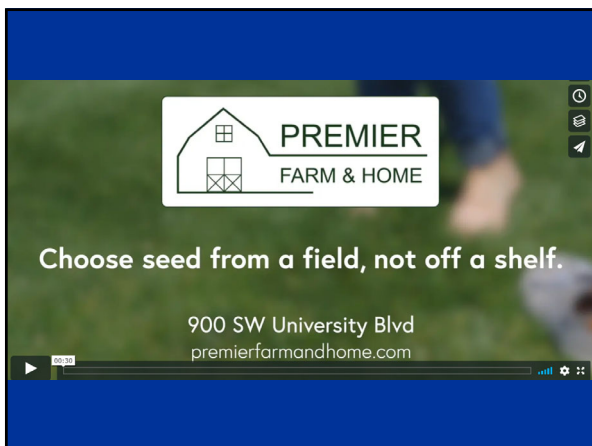
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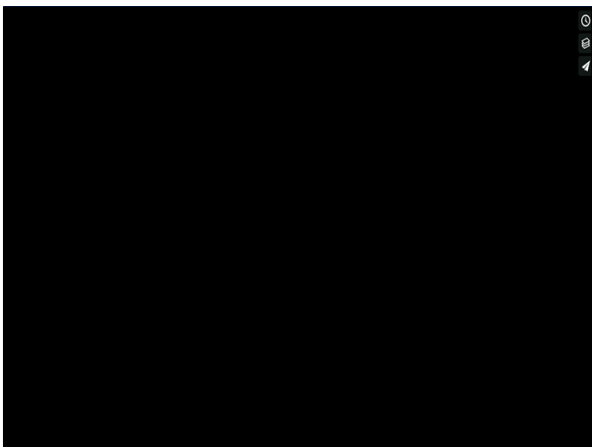
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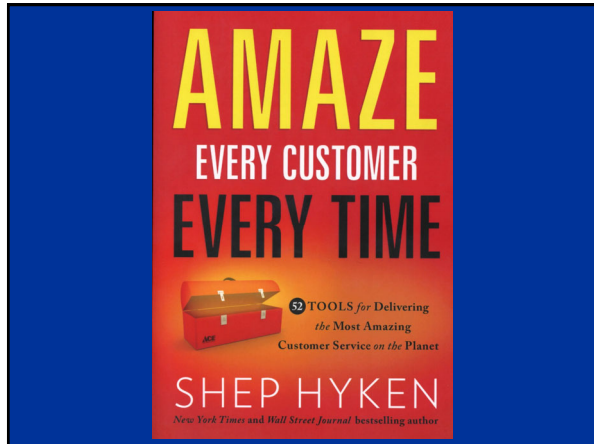
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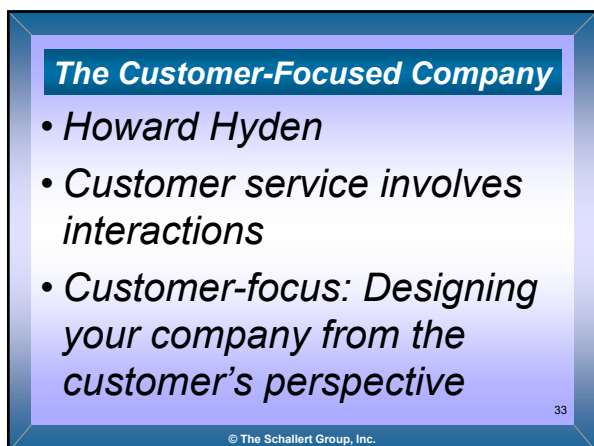
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***The Customer-Focused Company***

- *“Good customer service isn’t enough. You must be customer-focused.”*
- *Hours of operation designed for the customer’s needs, desires & emergencies*

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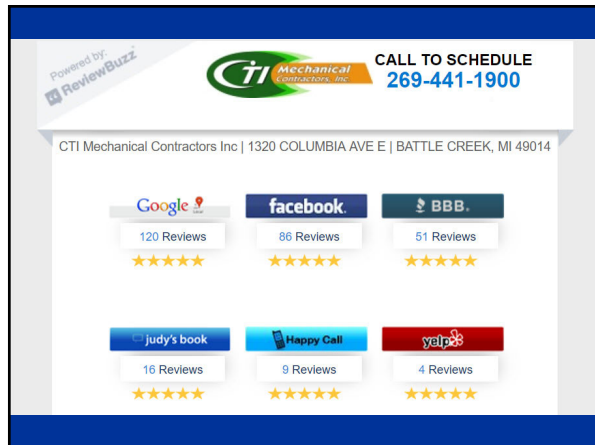
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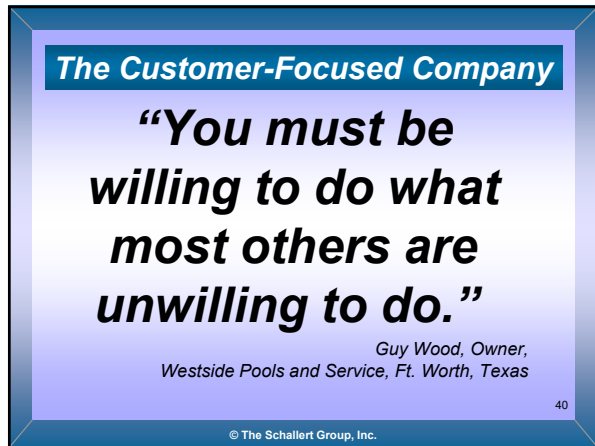
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## Key Takeaways: Lesson 6 – Services & the Customer-Focused Company

1. Customers today compare your business and how you satisfy their service demands with the very best services they've received anywhere. You must recognize how high they set the bar with your business every time they walk in your door.
2. If you want to make your services extraordinary, create Ultra Services that save customers time and make it more convenient for them to spend money with your business.
3. Be especially aware of customers who are experiencing stressful situations because an Ultra Service that "Saves the Day" can be the reason customer loyalty skyrockets and positive word-of-mouth marketing spreads.
4. If you want to make your company extraordinary, look at what you can change in your company so that it's more Customer-Focused. Ask your customers what it would take for them to see your company as Awesome.

**What's Your Most Important Takeaway from this Lesson?**

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Email from Chad Kyger, owner, CTI Mechanical Contractors,  
on the development of his company's Customer-Focus philosophy:

*Ever since we started in business in 1998, we have kept a couple installation job openings every week so we could respond expeditiously in an emergency, i.e. elderly housebound people, daycares, time-sensitive real estate transactions, et cetera.*

*Once we became a little more established in the area and had more people working, we decided to keep the service schedule very light during extreme weather so we could help when others couldn't.*

*We pick up numerous customers during every heat wave, cold snap, and power outage by being johnny-on-the-spot for everyone who is hearing "we're two weeks out" from their former provider.*

*Most of these people appreciate the exceptional level of service we provide and they remain our customers.*

*We try to do business on our customers' terms, and in turn, we get to be heroes on a regular basis.*

*We've gone from just me in an 86 ½ Nissan pickup to 23 people in a fresh fleet of vehicles.*

**PARTICIPANT EXERCISE: LESSON 6**  
**Jon Schallert: *Creating Ultra-Services***  
***& a Customer-Focused Company***

Interview Time: 20:07

1. Ultra-services almost always involve saving a customer time and making it more convenient for today's busy customers. What ideas do you now have for creating Ultra-Services in your business? Write down as many as you can think of.

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2. Think of a time when you provided a service for a customer that was unnecessary, unexpected, and undeserved. Write down what you or someone in your company did for a specific customer, what subsequently happened, and be prepared to share this.

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## PARTICIPANT EXERCISE: LESSON 6

Jon Schallert: *Creating Ultra-Services & a Customer-Focused Company*

3. Knowing that customers want 24-7 attention and service, what are ways your business could alter its hours of operation to bond more customers to your business?

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4. Think of the changes that the pool and the air conditioning companies made to “save the day” for their existing customers and “be a hero” to them. What new ideas do you now have for making your company more Customer-Focused?

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## LESSON 6: SHEP HYKEN

### TITLE: *Tools to Provide Amazing Customer Service*

Time: 22 minutes, 36 seconds



### ABOUT THIS INTERVIEW:

Shep Hyken, author of *Every Customer Every Time: 52 Tools for Delivering the Most Amazing Customer Service on the Planet*, explains what it means to amaze your customers and shares his favorite tools for independent business owners.

In this interview, Shep specifically addresses:

- How customer amazement sets companies apart
- How to amaze your customers by amazing your employees
- Seven principles of amazement and how they relate to each other

### ABOUT SHEP HYKEN:

Shep Hyken is a customer service and experience expert and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession.

Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of *Moments of Magic®*, *The Loyal Customer*, *The Cult of the Customer*, *The Amazement Revolution*, *Amaze Every Customer Every Time* and *Be Amazing or Go Home*. He is also the creator of The Customer Focus™, a customer service training program which helps clients develop a customer service culture and loyalty mindset.

In 1983 Shep founded Shepard Presentations and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA, Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express – and that's just a few of the A's!

## PARTICIPANT EXERCISE: LESSON 6

Shep Hyken: *Tools to Provide Amazing Customer Service*

Interview Time: 22:36

1. Shep defines Amazement as creating: “Predictable and consistent above average experiences” that are delivered to your customers. Think about your existing business and write down as many ways you and your employees bring Amazement to your customers.

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2. Talk about Shep’s “Employee Golden Rule”: “Do unto your employees as you want done unto your customers”. What do you like or dislike about this principle, and how do you make your existing employees feel valued?

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## PARTICIPANT EXERCISE: LESSON 6

Shep Hyken: *Tools to Provide Amazing Customer Service*

3. Shep says that the 5 stages of a customer's experience are:

- a. Moments of Magic
- b. Moments of Truth
- c. Moments of Misery
- d. Moments of Mediocrity
- e. Moments of Amazement

What are the ways you currently address the Moments of Misery, when a customer has a complaint, and turn it around to a Moment of Amazement?

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4. Shep says that you don't have to have an official leadership title to "act like you own the place." How do your best employees take responsibility for the customer experience and act "like they own the place"?

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## LESSON 6: HOWARD HYDEN – SUPPLEMENTAL INTERVIEW

### TITLE: *Creating a Customer-Focused Company*

Time: 37 minutes, 37 seconds



### ABOUT THIS INTERVIEW:

Jon Schallert interviews Howard Hyden, President of the Center for Customer Focus, on the specific steps every business can take to gain a competitive advantage by using a customer focus strategy. The following topics are discussed in this interview:

- What is a customer-focused company?
- Why great customer service doesn't give you a strong competitive advantage
- Why it's important to "Ask the customer what awesome would be"
- Why people on your staff who never interact with customers need to be thinking about customer-focus

### ABOUT HOWARD HYDEN:

Howard Hyden is nationally recognized as the leading authority in helping companies become Customer Focused. As a corporate executive, entrepreneur, keynote speaker, workshop facilitator, author and president of The Center for Customer Focus, he assists organizations to begin making profound transformations. He has inspired change at companies worldwide including Del Webb, 3M, Wells Fargo, and Dunn & Bradstreet.

Howard Hyden served as a senior marketing executive for a Fortune 100 company and directed research and development of strategies for transforming the entire organizational culture into a Customer Focused one. He did this by conducting interviews at some of the nation's most prestigious business schools--Stanford, Harvard, Duke, and Kellogg--as well as at several major corporations.

Howard Hyden has spoken at numerous conferences including the prestigious *Inc. Magazine's* annual conference on "Growing Your Business." He has shared the platform with Stephen Covey, Tom Peters, Peter Ueberoth, and others.

**PARTICIPANT EXERCISE: LESSON 6 – SUPPLEMENTAL**  
**Howard Hyden: *Creating a Customer-Focused Company***  
Interview Time: 37:37

1. Howard says customer service and customer focus are not the same thing. In what ways is your business customer-focused?

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2. Do you have a unique competitive advantage? Remember: It's NOT your customer service, according to Howard.

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3. Howard suggests adding value on top of the products you offer. What are some ways you can add value in your business?

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**PARTICIPANT EXERCISE: LESSON 6 – SUPPLEMENTAL**

Howard Hyden: *Creating a Customer-Focused Company*

4. In what ways are your hours of operation tailored to your customers? Are there ways you could expand them to be more customer-focused?

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5. Howard talks about the effect of age and gender on customer-focused companies. What new ideas do you now have for improving this in your company?

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