

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

Interview Time: 20:28

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.

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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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?

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?
