

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.

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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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?

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"?
