

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

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Key Objectives of this Video

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

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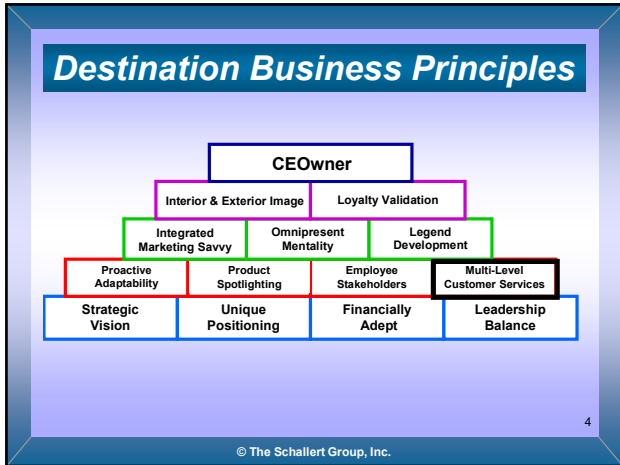
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Key Objectives of this Video

- 4. The differences between customer service and customer-focus**
- 5. Becoming a Customer-Focused company**

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Extreme Customer Demands

- *Customers want kiss-my-feet customer service*
- *Short-fuse customers want 24-7-365 assistance*
- *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*
- *Saving the customer when they're most in need*
- *Convenience & saving the day creates the bond*

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Customer Ultra-Services

- ✓ *Delivery & shipping, especially in a crisis*
- ✓ *Customized changes*
- ✓ *Anticipating crises with ready-to-act services*
- ✓ *Access at all times*

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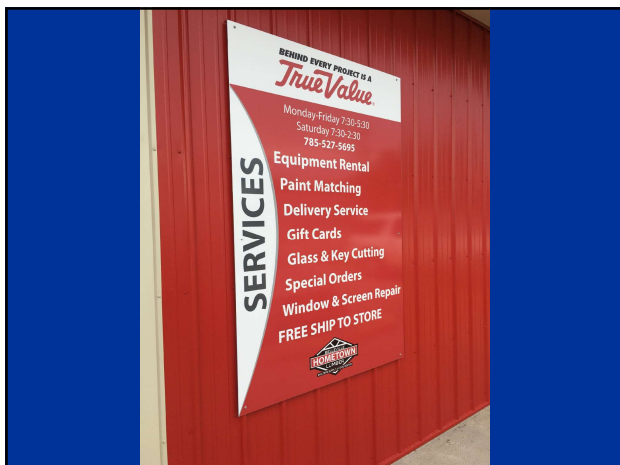
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Customer Ultra-Services

- ✓ *Personal shopping assistance*
- ✓ *Longer hours of operation*
- ✓ *On-call employees*
- ✓ *Creating services no one expects!*

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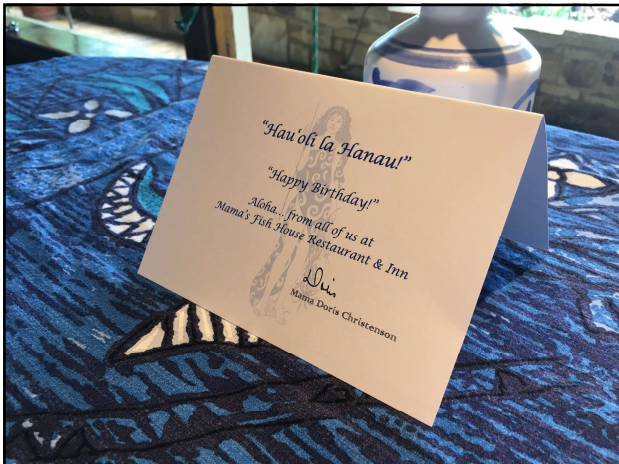
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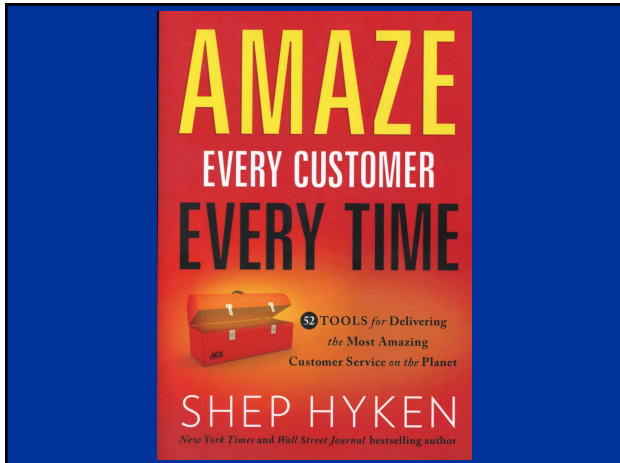
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The Customer-Focused Company

- *Howard Hyden*
- *Customer service involves interactions*
- *Customer-focus: Designing your company from the customer's perspective*

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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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The Customer-Focused Company

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

*Chad Kyger, Owner,
CTI Mechanical, Battle Creek, Michigan* 28

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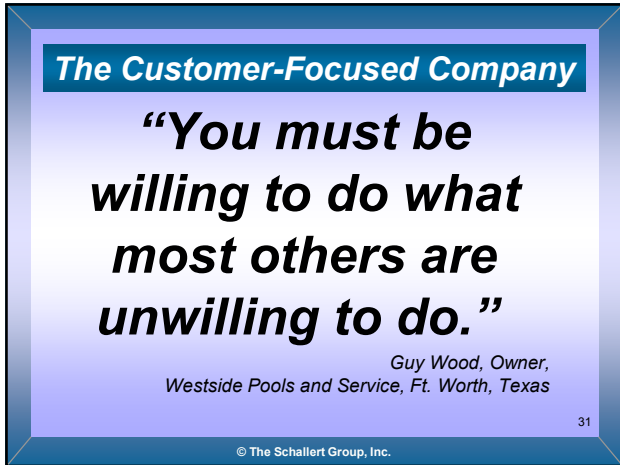
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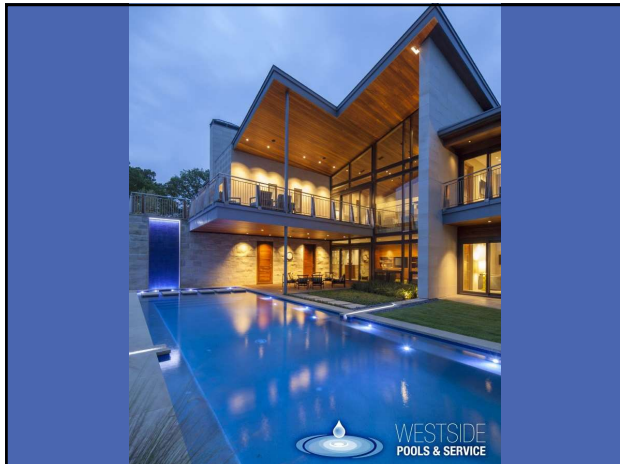
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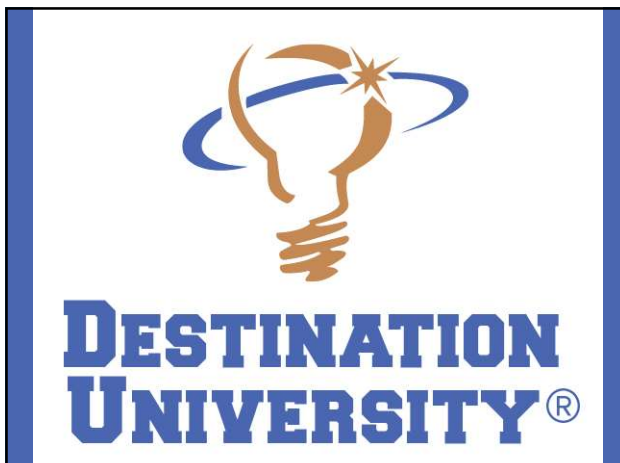
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