THE AMAZEMENT REVOLUTION

Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience

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SHEP HYKEN is a speaker and the Chief Amazement Officer of Shepard Presentations, his own consulting firm which he established in 1983. He is the author of Moments of Magic, The Loyal Customer and The Cult of the Customer. Mr. Hyken specializes in developing customer service strategies for clients ranging from Fortune 100 companies to small businesses. He is a graduate of the University of Missouri – Saint Louis.


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MAIN IDEA

Customer service isn’t a department within your company – it’s everything you do. If you can amaze your customers, they will become addicted to doing business with you or more correctly to the level of the experience they receive from you. If you can bring your customers into a “Cult of Amazement” you create, you’ll have a strategic competitive advantage over everyone else in your field.

“Amazement is not a single experience. It is the consistent outcome of expecting and getting the right thing. The cult of amazement involves both customers and employees. Expecting your employees to deliver a superior experience to your organization’s customers when they have not enjoyed this unique culture as a result of working for you is worse than unrealistic. It’s delusional!”

– Shep Hyken

There are seven amazement strategies which are shared by the best customer service focused organizations in the world. It makes sense to study what these companies are doing right and then to integrate their best practices into your own workplace. Learn from the best and then figure out what you need to do to become the premier service organization for your industry. Make amazing your customers the centerpiece of your customer strategy and you can’t go wrong.

Amazement Strategy #1 – Membership
- Treat customers like members of an exclusive club

Amazement Strategy #2 – Serious FUN
- Embrace Fulfillment, Uniqueness and What’s Next

Amazement Strategy #3 – Partnership
- Treat customers so well they view us as partners

Amazement Strategy #4 – Personality
- Hire people with great personalities as well as technical skill

Amazement Strategy #5 – Reminders
- Keep reminding customers how much they enjoy you

Amazement Strategy #6 – Community
- Create evangelists for what you do exceptionally well

Amazement Strategy #7 – Walk the Walk
- Have clear values everyone understands and applies
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