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# **THE AMAZEMENT REVOLUTION**

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

**SHEP HYKEN**

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The Web site for this book is at [www.AmazementRevolution.com](http://www.AmazementRevolution.com).

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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.

<p>The Seven Amazement Strategies</p> 	▶	1	Membership	Treat customers like members of an exclusive club
	▶	2	Serious FUN	Embrace Fulfillment, Uniqueness and What's Next
	▶	3	Partnership	Treat customers so well they view us as partners
	▶	4	Personality	Hire people with great personalities as well as technical skill
	▶	5	Reminders	Keep reminding customers how much they enjoy you
	▶	6	Community	Create evangelists for what you do exceptionally well
	▶	7	Walk the walk	Have clear values everyone understands and applies

**Amazement Strategy #1 – Membership** . . . . . Page 2

Change your mindset to treat your customers more like members of an exclusive club with special benefits attached. Offer members exclusive benefits and amenities. Invest in creating a membership experience customers will rave about.

**Amazement Strategy #2 – Serious FUN** . . . . . Page 3

Serve your customers better by providing your employees with FUN experiences – that is, experiences that have a high level of *fulfillment*, respect the *uniqueness* of each employee and create a sense of anticipation for the *next* challenge your enterprise will undertake. Make FUN a part of your daily life.

**Amazement Strategy #3 – Partnership** . . . . . Page 4

Deliver a premium level of service to your customers which incorporates actively finding ways to solve their problems. Inspire your customers to count on you as a valuable ally so they will return to do more business again and again in the future. Resolve each customer's "Moment of Misery".

**Amazement Strategy #4 – Personality** . . . . . Page 5

Hire and retain employees who have great personalities. Develop and then implement new hiring and retention practices which will attract the kind of people who will be dedicated to providing a superior customer experience. Fill your organization with customer care professionals.

**Amazement Strategy #5 – Reminders** . . . . . Page 6

Don't just focus on the initial customer experience – keep providing your customers with powerful and personalized after-experiences as well. Keep working to build an ongoing vibrant customer relationship where customers keep getting reminded what they like about you.

**Amazement Strategy #6 – Community** . . . . . Page 7

Support and inspire the formation of internal and external customer evangelists. Win your customer's minds and hearts by filling your organization with people who are inspired and engaged (your internal evangelists) and customers who are extraordinarily happy (your external evangelists).

**Amazement Strategy #7 – Walk the Walk** . . . . . Page 8

Have congruence – make sure what your organization does day-to-day matches your goal of amazing your customers again and again. Win the hearts and minds of your customers over and over by continuing to do things which amaze and delight them.

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