

Notes from ARN Speech

March 1, 2011

Moments of Magic®

It was a pleasure to speak at your ARN conference. Thank you for this opportunity. It was wonderful to meet so many great people. As promised, what follows is an outline and notes from the presentation. The format of the speech set up the Moments of Magic® concept and then shared ten specific strategies. The idea of using a list makes it easy to remember and reflect back on the information.

Keep in mind these are just brief notes, meant to be reminders of the content covered. If you go to my website (<http://www.hyken.com> – then click on “Read Shep’s Articles”) you will find over 100 articles that pertain to the ten strategies from the speech and other concepts related to customer service and loyalty. You are welcome to copy and distribute them to your colleagues.

Also, if you gave me your card we have signed you up (at no charge) to receive *The Shepard Letter*, my monthly emailed newsletter that contains a short article on customer service or other related business subjects. Again, you are welcome to copy and distribute these articles to your fellow employees and colleagues. (If you didn’t give me your card you can sign up on the website: <http://www.hyken.com>.)

Finally, if you are in need of a speaker for a future conference or have a need for customer service training, please let us know. It would be an honor to work with you.

Thank you again for the opportunity to speak at your meeting!

Always be amazing!



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P.S. If you own an iPhone or Android phone (and some Blackberry phones – apparently all are not created equal), you may want to consider a free app that I’ve made available to clients and friends (at no charge). The *Shep Hyken App* has articles, videos and more. Just go to the app store and search for them by my name: Shep Hyken. If you don’t have a phone that can download the app, to www.Hyken.com/mobile and you can still see the videos, articles and more. Enjoy!

P.S. I am very excited to announce my upcoming book, *The Amazement Revolution: Seven Customer Service Strategies to Create Amazing Customer (and Employee) Experiences*. It will be released in April. For a sneak preview, go to www.AmazementRevolution.com/preview. Hope you enjoy it!

Moments of Magic®

Concepts:

There is a big difference between a satisfied customer and a loyal customer.

The goal is to be better than okay, better than average and better than just satisfactory.

Moments of Truth, Moments of Misery™ and Moments of Magic®

Jan Carlson says, “The Moment of Truth is anytime a customer comes into contact with any aspect of a business, however remote, and has an opportunity to form an impression.” They can be bad (Moments of Misery™). They can be average (Moments of Mediocrity™). They can be good (Moments of Magic®). Our goal is to create Moments of Magic® which are Moments of Truth that are better than average. Sometimes they will be just a little better. Sometimes they will be amazing.

Strategies and Concepts to Create Moments of Magic®

1. **Manage the first impression** – It doesn’t matter if it is the first time or the 500th time you meet or see someone; this is about managing the first impression of whatever interaction is to follow.
2. **Knowledge or Expertise** – Be an expert. Have your customers seek you out as a source of information. And, if you are really good, the customer may ask you for help on something you don’t usually do. That is how you know they see you as a credible expert.
3. **Build rapport** – People want to be treated like people. Build a relationship with a little rapport. Ask them about the weather, sports or what’s going on in the world. Talk to them about themselves, their kids, etc. This isn’t about having a long conversation. This is just about breaking the ice, getting to know them and starting to have a good professional relationship.
4. **Enthusiasm** – It is contagious. This is about having a passion for what you do. It comes from the heart. And, remember that if enthusiasm is contagious, if what you have is not enthusiasm, that is also contagious.
5. **Communication** – Understand the customer. Sometimes they will say one thing and mean something else. The first part of communication is to ask questions, just to make sure you understand. Example: Customer says, “I need this back quickly.” You respond with a question, “How quickly do you need it?” which helps you understand the customer’s expectation. (How quickly is quickly?)

6. **No mistakes** – Which is a goal, not a reality. Especially no mistakes due to a breakdown in communication, which is the worst Moment of Misery™ you can have. If you do have a problem or mistake, the goal is to not just fix it, but make it better than right. The goal is to restore customer confidence. So, fix the problem and add these two things: a great attitude and a sense of urgency.
7. **Quality at every turn** – This is about combining quality service with quality product. We have both, so let's make sure we deliver both – at the same time!
8. **Under promise and over deliver** – This is one of my favorite strategies. Set an expectation that you know you can exceed, but one that the customer is in total agreement with, and then exceed it.
9. **Consistency** – Everybody needs to put forth the same commitment to greatness, all of the time. Not some of the time. Think in terms of an actor always treating every night like an opening night performance. Try to do your best all of the time and you can't help but create a feeling of confidence.
10. **Show appreciation** – It can be with a thank you note, a holiday card or a phone call. People want and expect to be appreciated.

Following up on communication, we covered listening techniques. Avoid marginal and evaluative listening. Focus on **active listening**.

Another concept we covered was the “**That's Right Principle.**” When dealing with complaints or confrontation, you have a choice of how you respond. You can be aggressive, defensive or helpful. Avoid the aggressive or defensive responses. Being helpful means asking questions and helping the person understand you are there to help.

We completed a quick exercise on service awareness. This was the Moments of Magic® exercise where everyone wrote down an example of when they (or someone they worked with) created a great service experience for a customer. Following these notes is a clean version of the exercise. You can also download it at <http://www.CultOfTheCustomer.com>. Once there, click on “Download Forms and Exercises.”

Finally, several of you shared your “**keeper ideas.**” Here they are:

1. Don't just be successful. Be admired! Jan Carlzon not only turned around Scandinavian Airlines, he made it the most admired in the industry.
2. First class service – every minute! That means delivering great service is an all-of-time effort. Never let up. Inconsistency erodes confidence.

3. Wow your customers – don't just satisfy them. And, if you follow my definition of Moments of Magic® and customer amazement, you will realize that this is simply being better-than-average all-of-the-time.
4. Different jobs – One shared purpose. Customer service is everyone's job. It's not a department. It's a philosophy that should be practiced by everyone in the organization.
5. Look your customers in the eye. It makes them feel like you are really focusing on them.
6. Use the word *interaction* versus *transaction*. Start to change up the vocabulary and you get people to start thinking differently. It doesn't mean they will change, but it does get them thinking.
7. Use the term *Moments of Magic*®. Add to the vocabulary, and similar to number six, you get people to start thinking differently.

There you have it; a very short summary of your presentation. Call or email if you have any questions or feedback. If you have a moment to share a comment or tell a story about how any of the ideas from the speech can positively impact your customer/guest service, I would greatly appreciate it. You can email it to me or leave it as a "recommendation" on my LinkedIn profile at: <http://www.linkedin.com/in/shephyken>

THANK YOU!

Shep Hyken, CSP, CPAE is the Chief Amazement Officer at Shepard Presentations. As a speaker and author, he works with companies who want to build loyal relationships with their customers and employees. For more information about Shep's programs and knowledge products, visit www.hyken.com. Shep can be contacted by phone at 314.692.2200 or email: shep@hyken.com.

<p>Moments of Magic – 158 page book..... \$12.95 Shep's #1 seller! This is a clearly written, easy-to-read, easy to understand guide to customer service, and is for anyone in any job. Filled with information, techniques, and stories, it will teach you and everyone in your organization to deliver excellent service to your internal and outside customers. Over 100,000 sold!</p>	<p>The Loyal Customer - A Lesson From a Cab Driver.....\$8.95 In this short book/lesson you will learn the difference between a satisfied customer and a loyal customer. Frank is a cab driver who knew that satisfied customers might give him a nice tip, but loyal customers would call him every time they needed a cab. Read this book and learn the secrets to creating <i>customer loyalty</i>!</p>
<p>Moments of Magic™ 101 - 22 minute DVD with workbook, articles and more.....\$69.00 Shep Hyken talks directly to you about delivering excellent service that leads to loyal relationships with your customers and clients. First you'll learn about the <i>Moments of Magic</i> concept. You will then go to one of Shep's live performances to experience the famous "Taxi Cab Story," which delivers valuable lessons in customer loyalty. Finally, there are six specific strategies that include: The First Impression, Under Promise and Over Deliver, The Satisfied Customer Is Not a Loyal Customer, The Customer Is Not Always Right, Loyalty Is About the Next Time - Every Time and Appreciation. Also included are links to PDF files of the workbook, some of Shep's articles, special reports and more. (Contact us for pricing on group training.)</p>	
<p>The Cult of the Customer - 256 page hardcover book (Published by Wiley) - A Wall Street Journal best-seller.....\$21.95 In this book, Hyken shows how to design a strategy that leads both customers and employees through five distinct cultural phases – from "uncertainty" to "amazement." By presenting dozens of case studies that show how great companies made this journey, Hyken identifies the critical internal and external changes that allowed them to build a Cult of the Customer – and shows how you can do it too. <i>The Cult of the Customer</i> is your guide to creating a customer-focused culture that turns satisfied customers into customer evangelists.</p>	
<p>The Amazement Revolution - 256 page (Approx.) hardcover book (Published by Greenleaf Book Group).....\$21.95 In this book you will learn seven customer service strategies to create an amazing customer and employee experience. The strategies include 1) Treating customers like members, 2) Serious FUN, 3) Creating a partnership with your customers, 4) Hiring right, 5) Delivering a memorable "after-experience," 6) Creating a community, 7) Walking the walk. The strategies focus both on the customer as well as the culture of the company, which drives the customer experience.</p>	

The Amazement Revolution
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