

AMAZE EVERY CUSTOMER EVERY TIME

52 Tools for Delivering the Most Amazing Customer Service on the Planet

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The Web site for this book is at www.AmazeEveryCustomer.com.

ISBN 978-1-77544-779-5

MAIN IDEA

If you can amaze customers every time they deal with you, then you'll have a valuable competitive edge regardless of the state of the economy or the dynamics of the marketplace in which you operate. Amazing customers should be Job #1 for everyone you hire.

So how do you achieve that? Amazing customers is an art. It always starts from the inside out. Amaze your employees first and they will then in turn amaze your customers. To make this happen on a consistent basis, you've really got to get five elements working in unison:



In sum total, amazing customers comes about when you have a customer-centered culture made up of employees who are themselves amazed. Bring these five elements together in the right way and your people will stand up and deliver amazing customer experiences. That's the very best way to stand out from the crowd.

"Customer service is not a department. It is a philosophy! Amazing every customer every time doesn't take a specific title. It takes the willingness to step up and become a role model who sets an example that others aspire to. You can do that, right now, whether you founded the company or just got hired today."

– Shep Hyken

"It's not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."

– Henry Ford

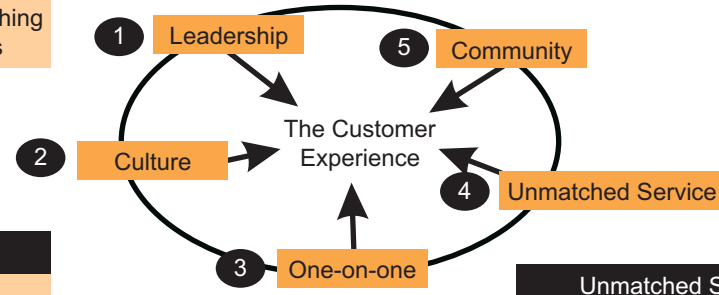
1. What exactly is customer amazement – and why is it important? Page 2

Customer amazement happens when you deliver customer interactions which are better than average all of the time. It's not so much the occurrence of these superior interactions that amaze but their consistency and predictability. To amaze customers, you've got to knock their socks off every time – and your people are the key to achieving that. To amaze your customers, you've first got to amaze your employees. They will then take it from there.

2. The 52 tools for generating customer amazement Pages 3 - 8

- Leadership Tools**
1. Act like you own the place
 2. Trust your people
 3. Debrief both magic and misery
 4. Befriend your competitors
 5. Adapt and evolve – or die
 6. Know the value of a customer
 7. Know what drives your success
 8. Don't try to be good at everything
 9. Always play to your strengths

- Community Tools**
49. Remember the law of reciprocity
 50. Serve your local community
 51. Loyalty is a two-way street
 52. Be part of something bigger



- Culture Tools**
10. Be the best place to work
 11. Never take the easy way out
 12. Understand your responsibility
 13. Defend the culture
 14. Upgrade your vocabulary
 15. Have a customer-first mindset
 16. Celebrate uniqueness
 17. Let great ideas bubble up
 18. Be predictable and consistent
 19. Tell the background story
 20. Be committed to learning
 21. Mentor all the time
 22. Be prepared to start over

- One-on-One Tools**
23. It's always showtime
 24. Treat customers right
 25. Focus on people, not the money
 26. Ace your first impression
 27. Engage customers actively
 28. Ask the extra question (or two)
 29. 1 to say "Yes", 2 to say "No"
 30. Up-sell and cross-sell astutely
 31. Make a lasting impression
 32. Be accountable
 33. Some customers are wrong
 34. Keep bouncing back
 35. Master the art of recovery
 36. Find ways to master the wait
 37. Avoid the loyalty killers
 38. Seize the moment

- Unmatched Service Tools**
39. Find your niche
 40. Loyalty is an emotion
 41. Be easy to do business with
 42. Get some firsthand experience
 43. Show your gratitude
 44. Don't leave loyalty to chance
 45. Do the unexpected
 46. Deliver amazing follow-up
 47. Stay in touch
 48. Try and be proactive

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