

SHEPARD VT COURSE OUTLINES

The Customer Focus™

Course One – An Introduction to Creating Customer Amazement

Chapter 1 – Introduction: The definition of customer amazement: Better than average, all of the time.

Chapter 2 – Creating an Amazing Customer Experience: A world class example of customer service with a lesson from a taxi-cab driver.

Course Two – Seizing the Moment

Chapter 1 – The Five Levels of Service: Where do you and your organization rank in the Five Levels of Customer Service, ranging from Unacceptable to Trademark?

Chapter 2 – The Internal Customer: Focusing on internal customers is just as important as the external customer.

Chapter 3 – Moments of Truth: Any “touch point” or interaction you have with your customer is an opportunity for them to form an impression.

Chapter 4 – Moments of Magic®: Any positive Moment of Truth is a Moment of Magic®

Chapter 5 – Customer Service is Not a Department. It’s a philosophy: Customer service is everyone’s responsibility, regardless of job title and responsibility. This chapter concludes with three simple customer service strategies that you will implement immediately.

Course Three – Transforming the Moment

Chapter 1 – From Misery to Magic: Complaints are opportunities to show how good you are.

Chapter 2 – Problem Solving: Resolving complaints and solving problems.

Chapter 3 – Problem Prevention: Proactive complaint resolution.

Chapter 4 – The Complaint, the Problem and the Conflict: The perception of a complaint or problem belongs to the customer.

Chapter 5 – Solving Their Problems: Solving the problem isn’t good enough. You must also restore confidence.

Chapter 6 – How to Say “NO”: Even though our customers hate to be told “no,” sometimes it is necessary.

Chapter 7 – Recovering From a Moment of Misery™: Eight steps to help recover from a Moment of Misery™ plus three additional customer service strategies that you will implement immediately.

Course Four: Improving the Moment

Chapter 1 – Focus on the Phone: Introduction to using the phone with strategies that also work with in-person, face-to-face interactions.

Chapter 2 – The Seven Principles: Seven basic phone strategies that focus on the customer.

Chapter 3 – Handling the Angry Caller: Simple solutions for dealing with an angry customer.

Chapter 4 – Looking at Complaints from Both Sides: Complaints are opportunities to show how good you are. Embrace them.
Chapter 5 – A Complaint Management Strategy: Defuse the anger or confrontation and resolve the complaint.
Chapter 6 – Moments of Innovation: A process to create an ever-improving organization.
Chapter 7 – Three More Customer Service Strategies: plus even More Moments of Magic.
Chapter 8 – Final Thoughts – Final comments about creating *Customer Amazement*.
Chapter 9 – Conclusion: The final three instantly implementable customer service strategies. And your final quiz!

Amaze Every Customer Every Time

Course 1: Amazement 101

Chapter 1 & 2 -Introduction and Case for ACE
Chapter 3 -The 7 Amazement Principles
Chapter 4 - The Five Areas of Amazement

Course 2: Leadership

Tool #1 - Act Like You Own the Place & Drill
Tool #2 - Trust & Drill
Tool #3 - Debrief on Both Misery and Magic & Drill
Tool #4 - Befriend the Competition & Drill
Tool #5 - Adapt or Die & Drill
Tool #6 - Know the Value of Your Customers & Drill
Tool #7 - Know What Drives Your Success & Drill
Tool #8 - You Can't Be Good at Everything & Drill
Tool #9 - Play to Your Strengths & Drill

Course 3: Culture

Tool #10 - To Be the Best Place to Buy, Be the Best Place to Work & Drill
Tool #11 - Don't Take the Easy Way Out & Drill
Tool #12 - The Awesome Responsibility & Drill
Tool #13 - Defend the Culture & Drill
Tool #14 – Shift Your Vocabulary & Drill
Tool #15 - Adopt a Customer-First Mindset & Drill
Tool #16 - Celebrate Uniqueness & Drill
Tool #17 - Great Ideas Come From Everyone & Drill
Tool #18 - Consistency & Drill
Tool #19 - Tell the Story & Drill
Tool #20 - Be a Committed Learner & Drill
Tool #21 - Mentoring & Drill
Tool #22 - Starting Over & Drill

Course 4: One-On-One

Tool #23 - It's Showtime! & Drill
Tool #24 - Treat Customers the Way They Want to Be Treated & Drill

Tool #25 - Focus on the Customer, Not the Money & Drill
Tool #26 - Manage the First Impression & Drill
Tool #27 - Engage! & Drill
Tool #28 - Ask the Extra Question & Drill
Tool #29 - One to Say Yes, Two to Say No & Drill
Tool #30 - Cross-Sell and Up-Sell! & Drill
Tool #31 - Last Impressions & Drill
Tool #32 - Be Accountable & Drill
Tool #33 - The Customer is Not Always Right & Drill
Tool #34 - Bounce Back & Drill
Tool #35 - Master the Art of Recovery & Drill
Tool #36 - Manage the Wait & Drill
Tool #37 - Avoid Loyalty Killers & Drill
Tool #38 - Seize the Moment! & Drill

Course 5: The Competitive Edge

Tool #39 - Own Your Mile & Drill
Tool #40 - Satisfaction is a Rating, Loyalty is an Emotion & Drill
Tool #41 - Be Easy to Do Business With & Drill
Tool #42 - Get Firsthand Experience & Drill
Tool #43 - Show Your Gratitude & Drill
Tool #44 - Don't Leave Loyalty to Chance & Drill
Tool #45 - Do What is Not Expected & Drill
Tool #46 - Deliver Amazing Follow-Up & Drill
Tool #47 - Stay in Touch & Drill
Tool #48 - Get Proactive & Drill

Course 6: Community

Tool #49 - The Law of Reciprocity & Drill
Tool #50 - Do Local Well & Drill
Tool #51 - Loyalty Goes Both Ways & Drill
Tool #52 - Be Part of Something Bigger than Yourself & Drill

Course 7: Create a Demanding Customer

Create a Demanding Customer
Final Words

5 Ways to Create an Amazing Customer Service Experience

Chapter 1 - Introduction
Chapter 2 - It's Not the Product. It's the Experience
Chapter 3 - Who is Your Customer?
Chapter 4 - Amazing Customer Service
Chapter 5 - Customer Service Leadership: Act Like an Owner
Chapter 6 - Create Confidence
Chapter 7 - Conclusion

Six Steps to Creating a Customer-Focused Culture

- Chapter 1 - Introduction
- Chapter 2 - The Proof
- Chapter 3 - Step 1 - Define it
- Chapter 4 - Step 2 - Disseminate It
- Chapter 5 - Step 3 - Deploy it
- Chapter 6 - Step 4 - Demonstrate it
- Chapter 7 - Step 5 - Defend it
- Chapter 8 - Step 6 - Delight in it!
- Chapter 9 - Final Thoughts

How to Manage Angry Customers and Handle Customer Complaints

- Chapter 1 - Introduction
- Chapter 2 - Who is Your Customer?
- Chapter 3 - Moments of Truth, Misery, Mediocrity and Magic
- Chapter 4 - Why it is Important to Deal with Customer Complaints
- Chapter 5 - The Five Step Process to Handling Customer Complaints
- Chapter 6 - How to Deal with Angry Customers / 24 Tactics (Part 1)
- Chapter 7 - How to Deal with Angry Customers / 24 Tactics (Part 2)
- Chapter 8 - What to Say and Not Say to an Angry Customer
- Chapter 9 - The Power of Listening
- Chapter 10 - Conclusion