

Notes From AHTD Speech

October 12, 2007

Moments of Magic™

It was a pleasure to speak at the AHTD meeting in St. Pete. Thank you for this opportunity. It was an honor to be invited back, which is the greatest complement you can give a speaker. Here 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. In addition we covered listening skills and a technique on dealing with confrontation or a complaint.

Keep in mind these are just brief notes, meant to be reminders of the content covered. If you go to my website (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 enjoyed the program, please go to the website and sign up (at no charge) for *The Shepard Letter*, my monthly emailed newsletter that contains a short article on customer service or other related business subjects.

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



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Moments of Magic™

Concepts:

Five Levels of Service

1. Unacceptable
2. Basic
3. Average
4. World Class
5. Trademark

Most of us are at the Basic to World Class level. Companies like Cadillac and Ritz Carlton are at Trademark level. “They are the Cadillac of the industry.” We should strive to be our industry standard – the company that all others are compared to for excellence!

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 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 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. **Accountability** – If a problem comes your way, take ownership. Remember that it may not be your fault, but it is always your responsibility to take care of the customer.
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. Or you can respond with a statement like, “No problem. We’re not too busy today,” which acknowledges what the customer said, but doesn’t help you really understand what they mean? (How quickly is quickly?)

6. **Be customer focused versus operations focused** – Any job within your company has two responsibilities. The first is to do what you were hired to do. The second is to take care of the customer. Too many times people are focused on just the job they were hired to do. That is operations focused. Taking care of the customer is of equal (if not even more important) importance to the actual job responsibility.
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.

Concepts:

More on Communication – Listening Skills – Practice *Active Listening*. People must always think they are appreciated, listened to and understood.

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.

Creating Confidence – An underlying theme to what we talked about today was **creating confidence**. Moments of Magic™ is about being great and showing how good we are. Customers like to do business with people they know, they like and they trust. That's all about confidence.

The Awesome Responsibility – Finally, we talked about the “**Awesome Responsibility**.” People do business with people. At any given time one person will represent the entire organization.

Shep Hyken, CSP is a speaker and author who 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.

