

**Do You want Ross Shafer
to come to your next
meeting or conduct his
Other-Focused™ Coaching
Program?**

CONTACT:

Jay Conklin

jconklin@kepplerspeakers.com

(703) 516-4000

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Breakthrough for Boosting 'Customer Experiences' Scores

by Ross Shafer

Restaurants/Food Service



Retail Clothing



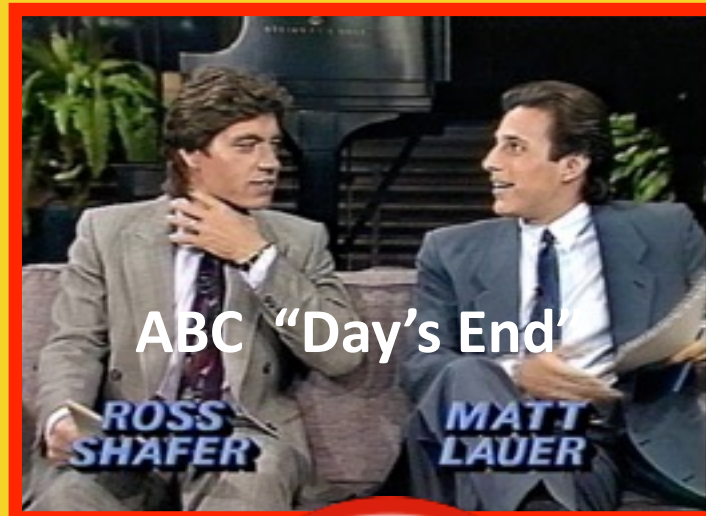
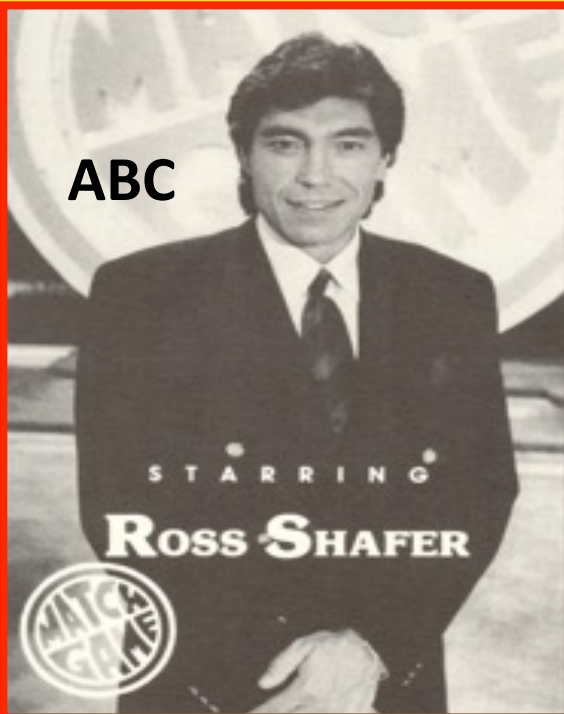
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

LOVE ME NOT

YOU'LL LOVE IT AT FIRST SIGHT!

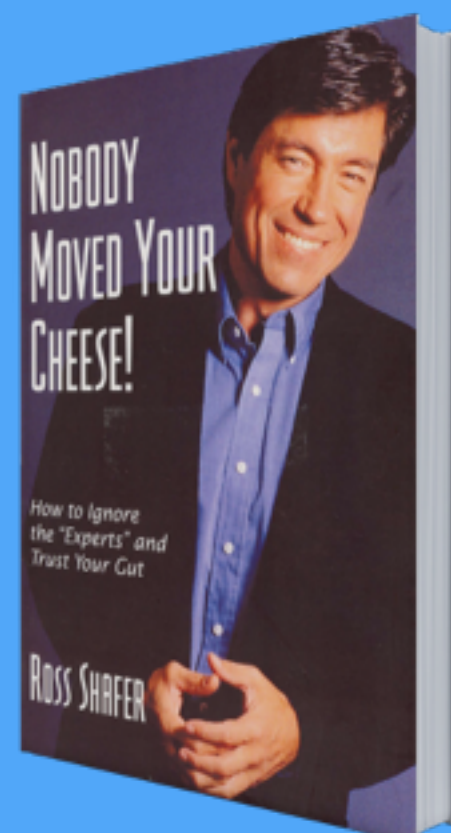
ROSS SHAFER IS YOUR HOST FOR TV'S MOST PROVOCATIVE NEW HALF-HOUR GAME SHOW STRIP!



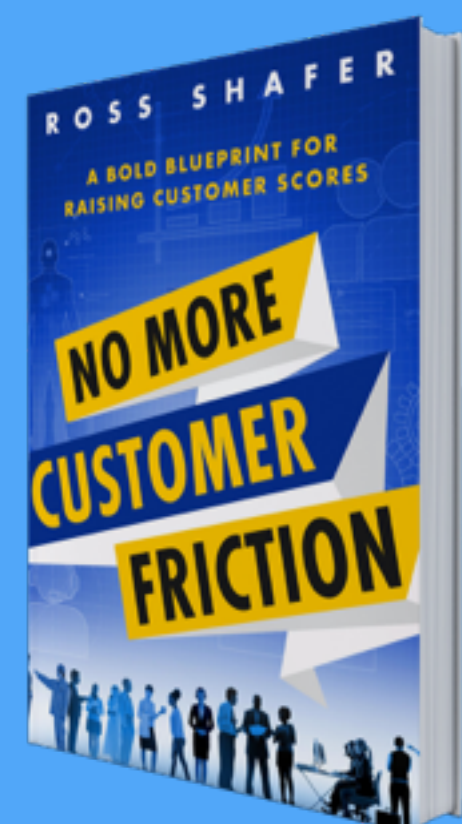
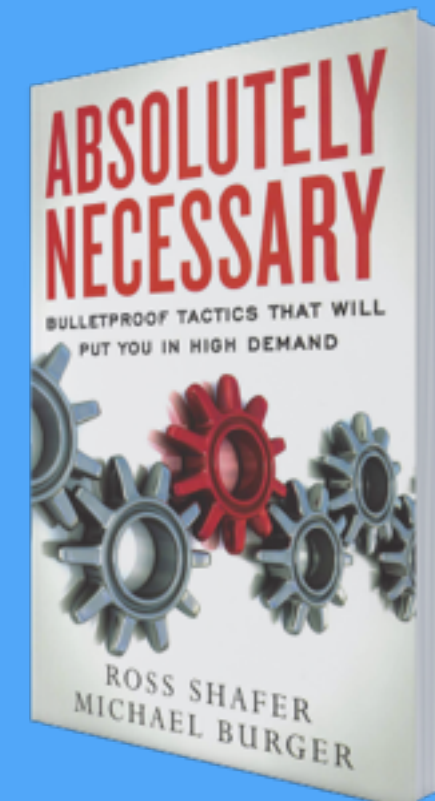
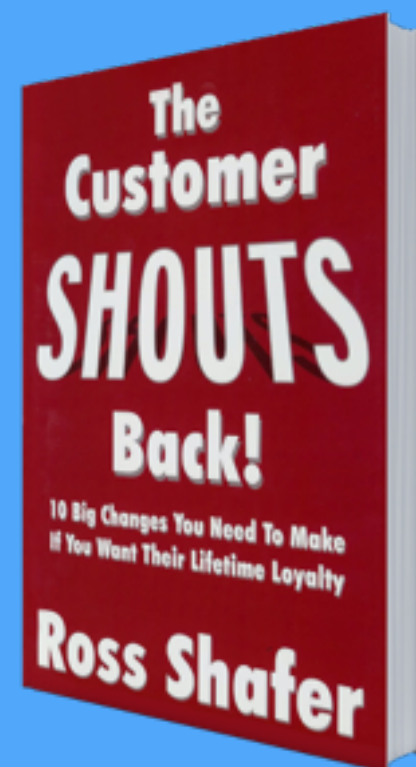
FOX "LATE SHOW"



2



3





Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



**Follow
the
Tracks
of the
Herd**

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

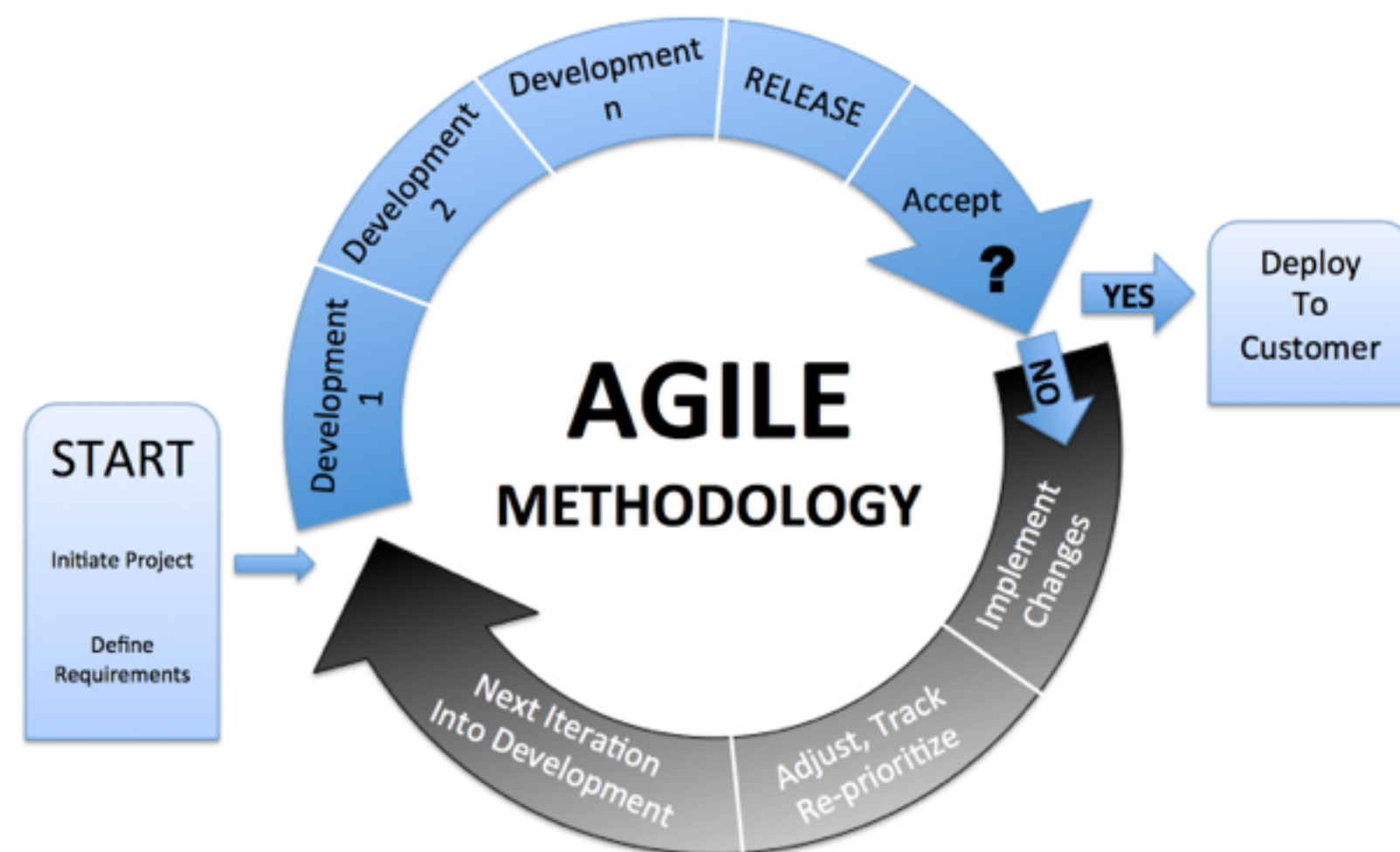
Ross Shafer

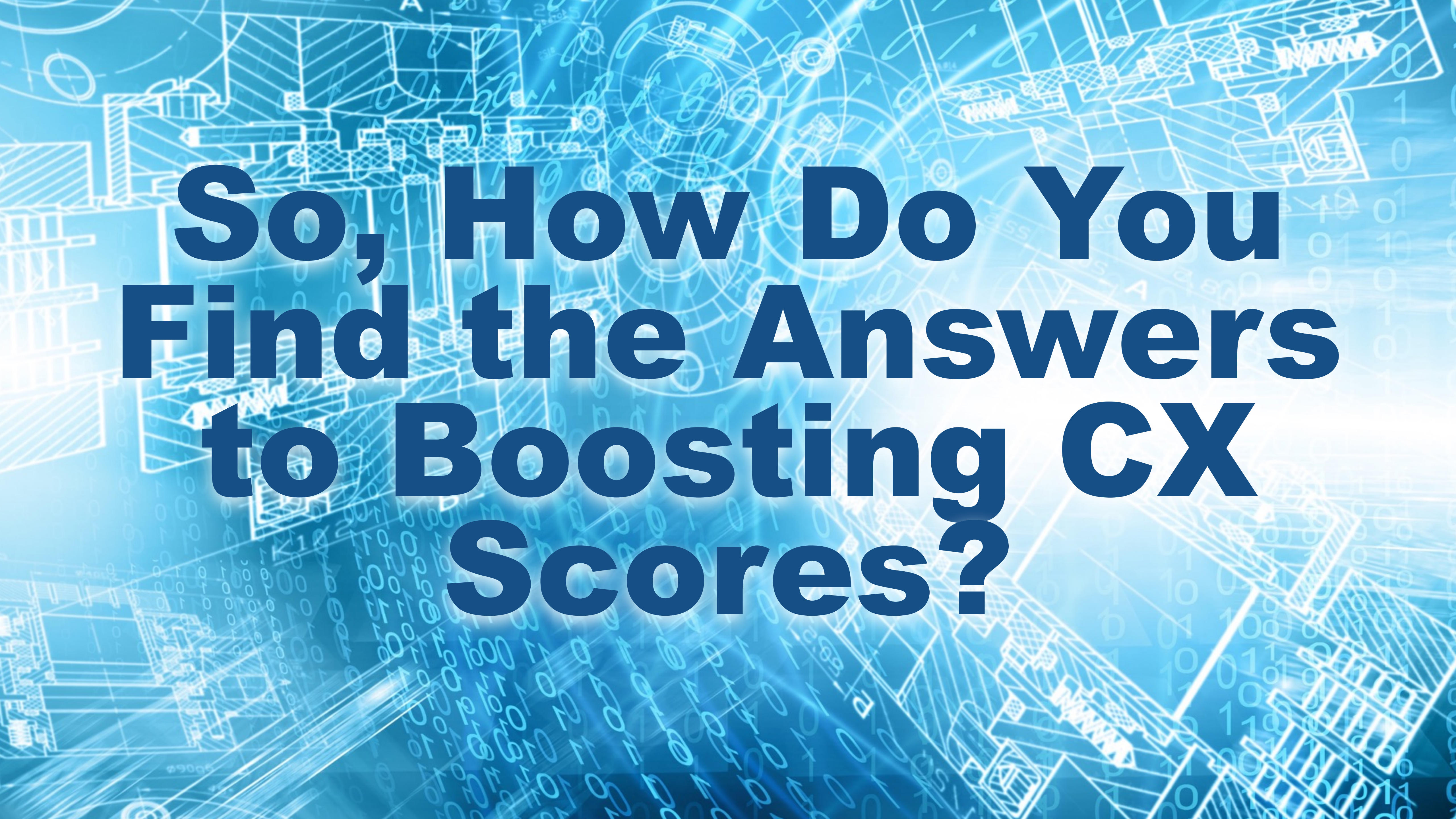






Ryan Shafer





**So, How Do You
Find the Answers
to Boosting CX
Scores?**

Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34

Sept. 25, 2018



Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION A		
Morrow Technologies Client Appreciation Lunch	Maxis Ballroom	10:00 AM - 11:00 AM
	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)



Back Pain Meds





LARAMAR

55,000 UNITS



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**What Do You
Customers Want?**

FAST & EASY TRANSACTIONS



iTunes

amazon



NETFLIX

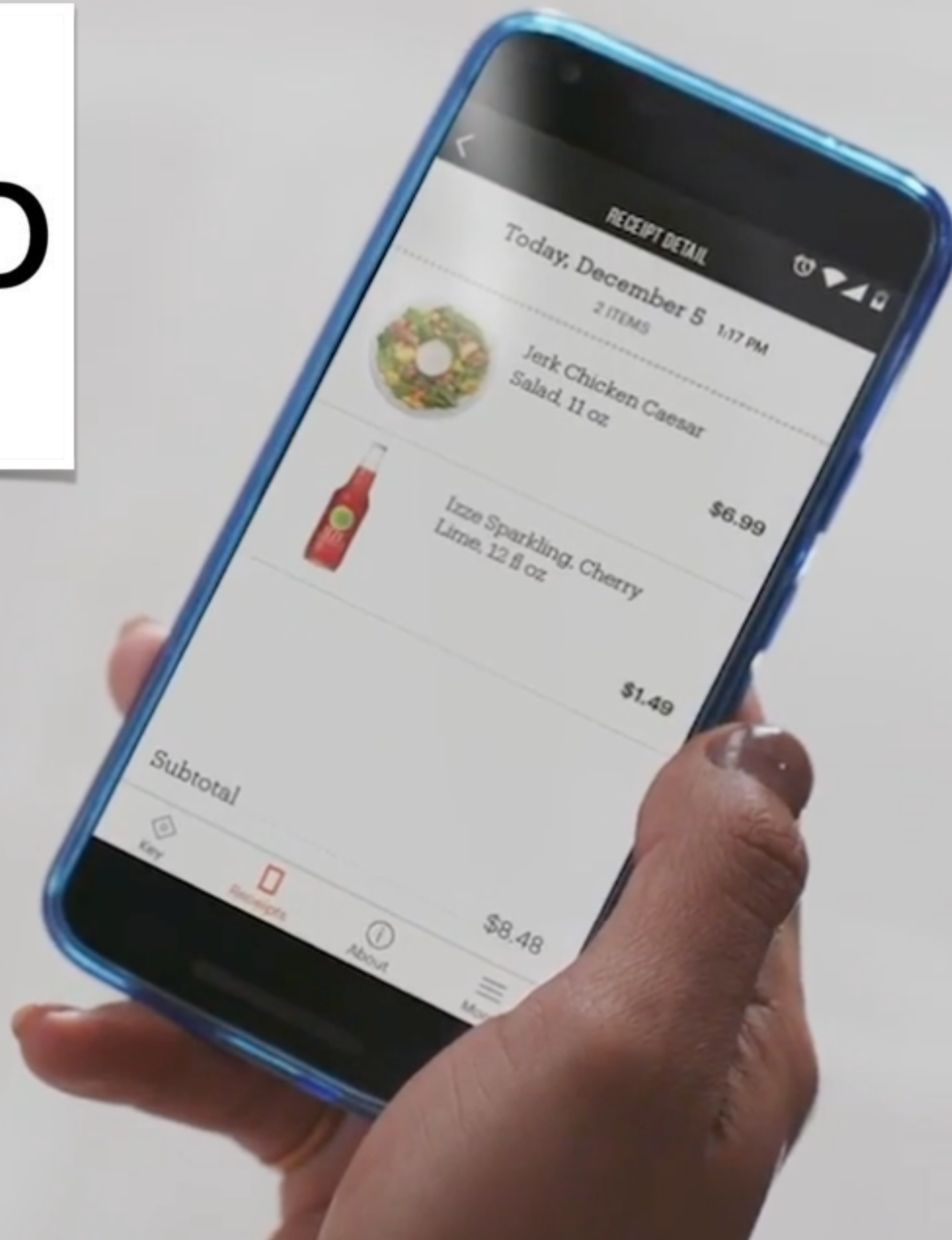
comcast[®]
xfinity[™]

hulu

Google

amazon go

3,000 cashier-less stores





R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and shafts. Overlaid on this are several streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven aesthetic.

Eliminate the Transactional Friction



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits



You Don't Have to



Customers

WOW!

Customer Service

WOW! Service!

THE WOW FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



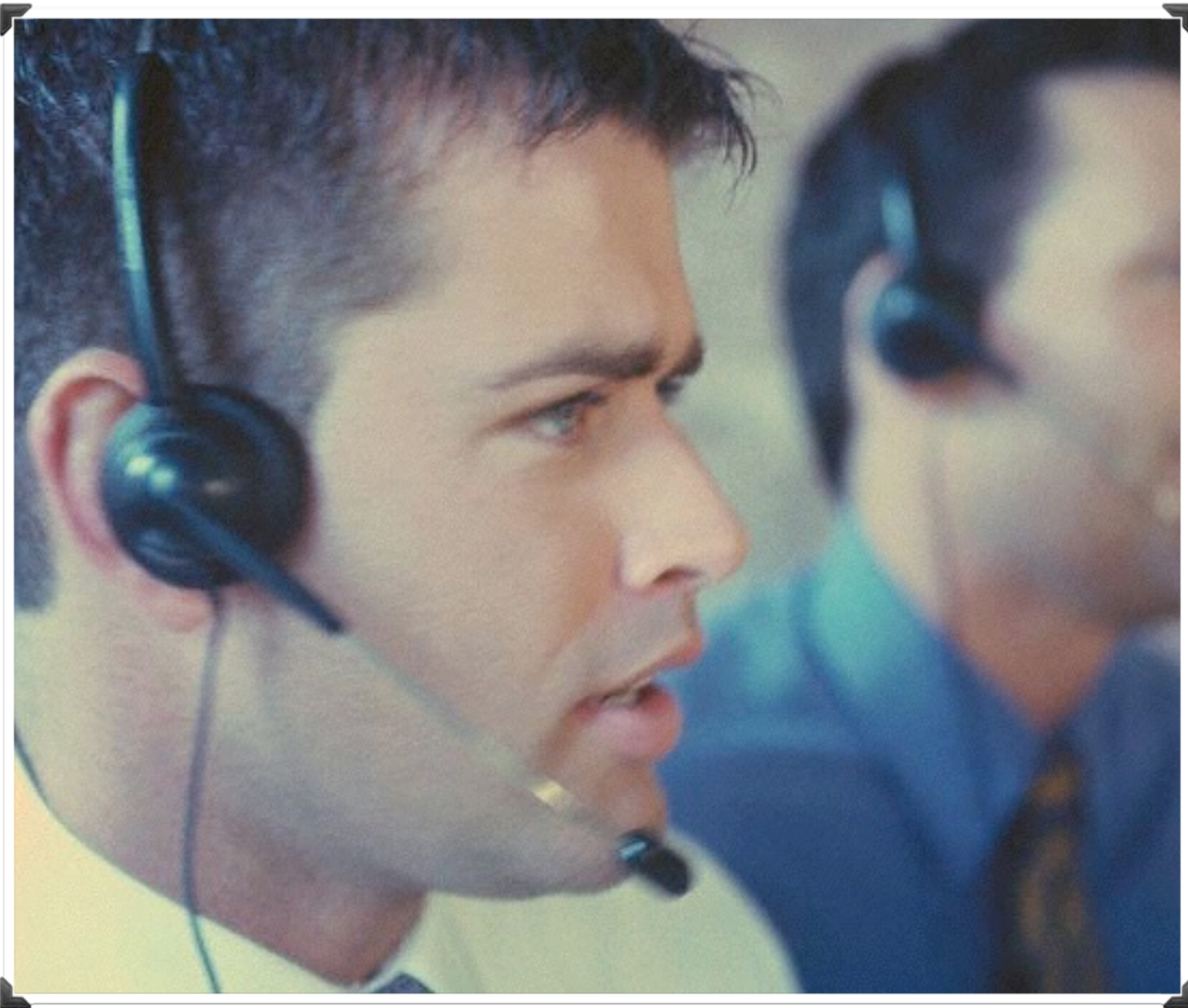
whatever • wherever

THE WOW! awards®

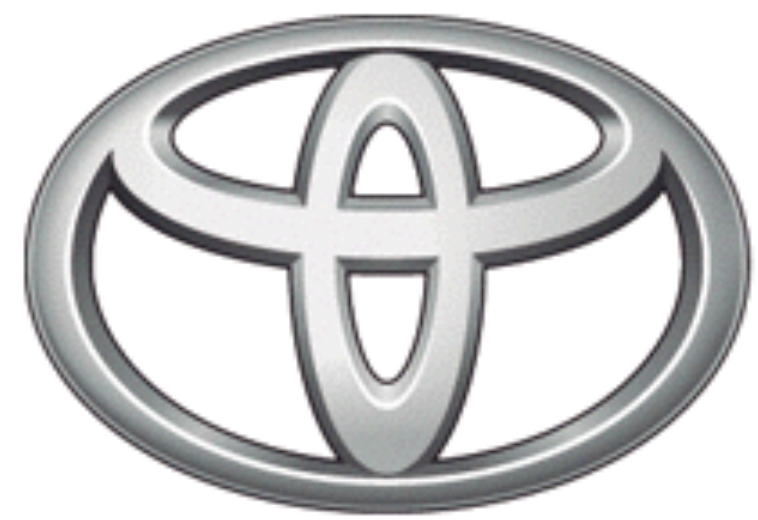
for outstanding customer service...

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



TOYOTA

FINANCIAL SERVICES

(hearsay recorded message)

“Please be aware that some of our departments might be closed right now as a part of our commitment to quality.”

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”




erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.

A man in a blue t-shirt is lying on a white shaggy rug, holding a black video game controller and looking off-camera with a slight smile. In the background, a woman in a pink shirt is sitting on a white sofa, looking down with a sad expression, her hand to her face. A blue speech bubble with white text is overlaid on the scene.

...you sure
it's our Anniversary,
babe?

The background is a vibrant blue gradient overlaid with a complex pattern of white and light blue technical drawings, including architectural floor plans, mechanical parts, and binary code (0s and 1s). The text is centered and rendered in a bold, dark blue font with a slight glow effect.

Here's How to Revolutionize 'Customer Experiences' Coaching

Millennials will turn 40 in just 18 months



**“What Do
You Want?”**

More Invitations to Parties

MORE RESPECT

More Freedom

More Likes and Comments

More Recognition

Less Work Drama

More Friends

**“You can all of
it; if know what
THEY want...”**

HIGH ANXIETY

NOT ENOUGH TIME

ON-DEMAND

Social Media Angst

TOO MANY CHOICES

Family Drama

**MONEY
DECISIONS**

**No one cares
how much you know,
until they know
how much you care**

[Theodore Roosevelt]



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,



73% of Patient Loyalty Comes from Non-Clinical

<https://www2.deloitte.com/us/en/pages/life-sciences-and-health-care/articles/patient-engagement-for-life-sciences.html>

**A
Simple
Solution
That
Works**

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Break Free of the “ME BUBBLE”

★ Reward
Curiosity
& Value



SHE ASKS FOR YOUR ADVICE

SHE OFFERS VALUE & INSTRUCTION

What's on your mind?



Nancy

Is anyone else having problems |

Like · Comment · Share · 10 hours ago

Monika Laschkolnig and 7 others

View 21 more comments

Aileen Bennett Thank you!



3D Silver Glitter Lips: Tips Trick & Tutorial



Subscribe 382,802

7,409,448



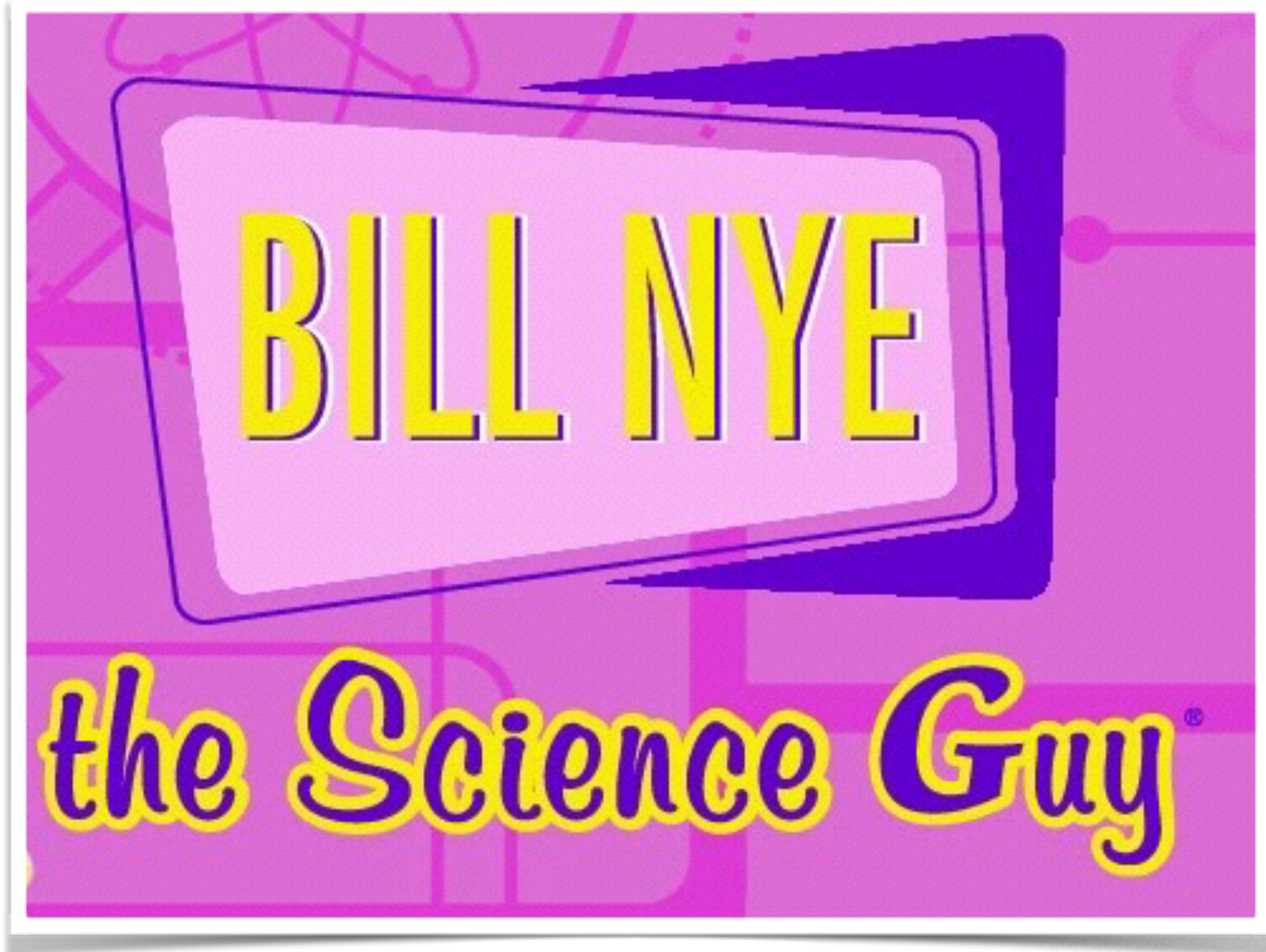
Little Known Talk Show Host Tips





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Elevate Your
Superstars
Quickly**



AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

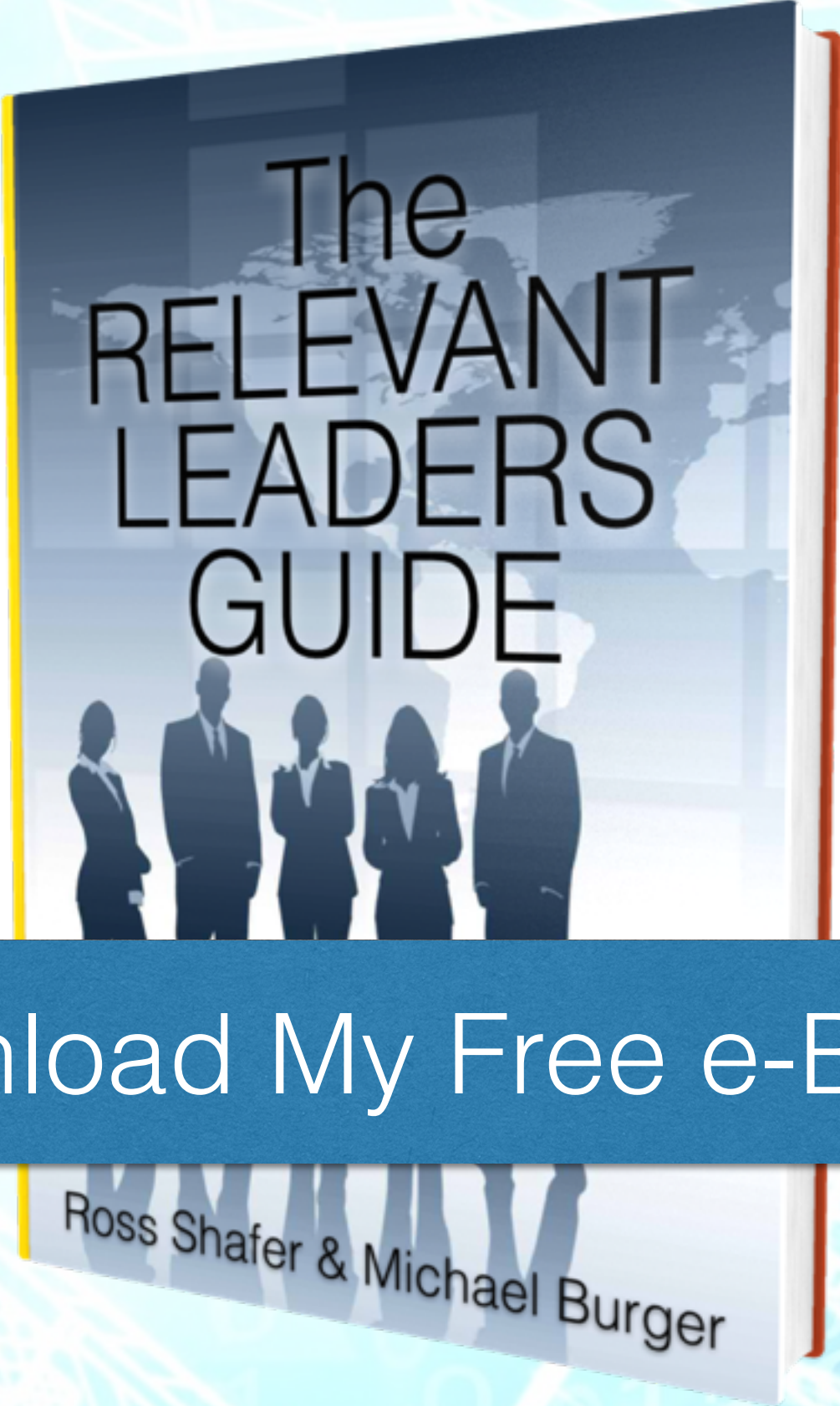
Relevant Leaders Club Download All

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer
4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
by Ross Shafer
3 weeks ago • 68 views
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 month ago • 85 views
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
by Ross Shafer
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

Download My Free e-Book



www.RossShafer.com

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of engineering or architectural plans. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, scattered across the image, suggesting a digital or data-related theme.

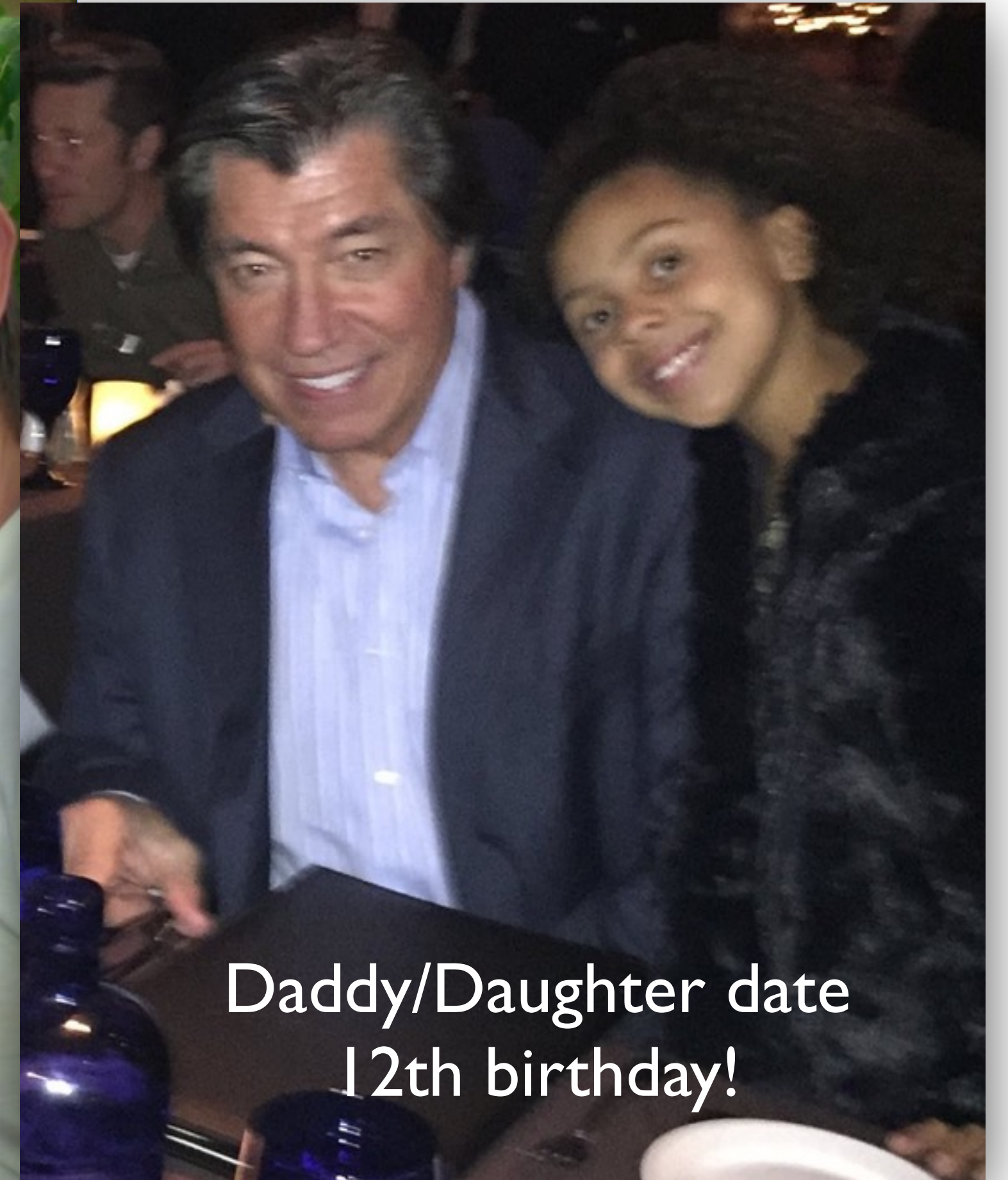
**Will YOUR Legacy
be
Other-Focused?**



Chuck Shafer 1927-2001



Leah, Ross, Lauren (Lolo),
Ryan & Adam Shafer



Daddy/Daughter date
12th birthday!

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering theme.

Promote Ongoing Encouragement

**Do You want Ross Shafer
to come to your next
meeting or conduct his
Other-Focused™ Coaching
Program?**

CONTACT:

Jay Conklin

jconklin@kepplerspeakers.com

(703) 516-4000

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole