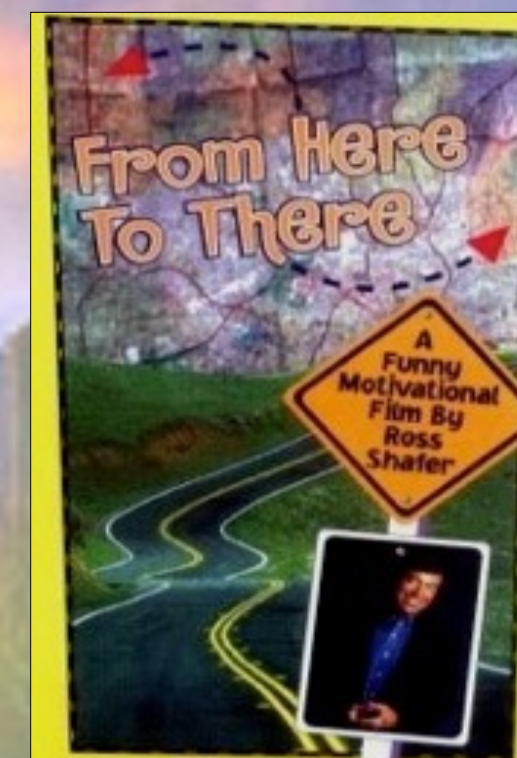
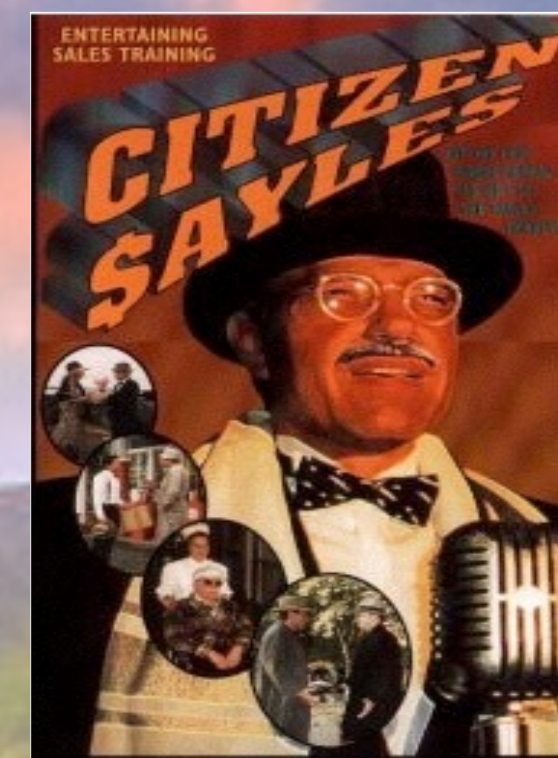
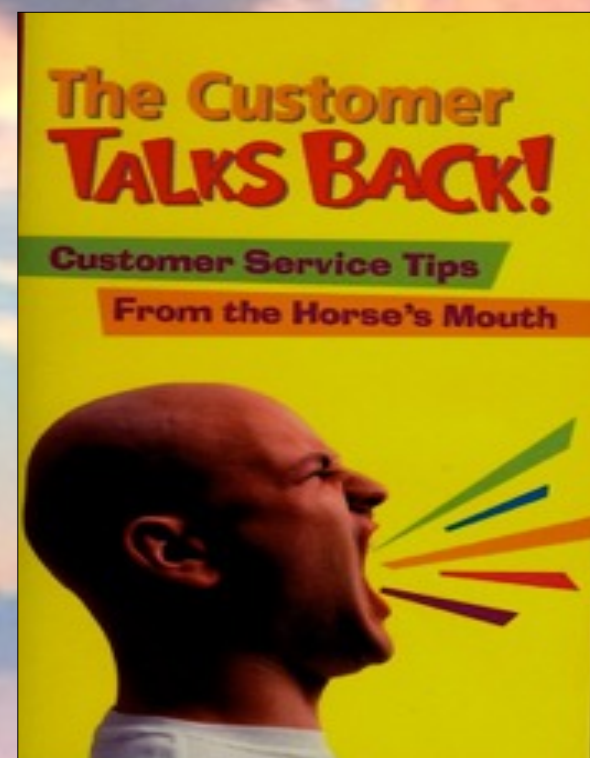
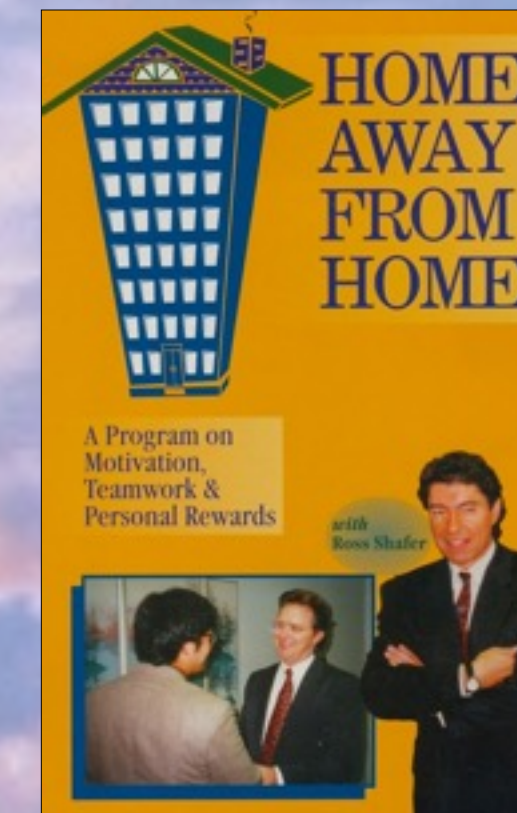
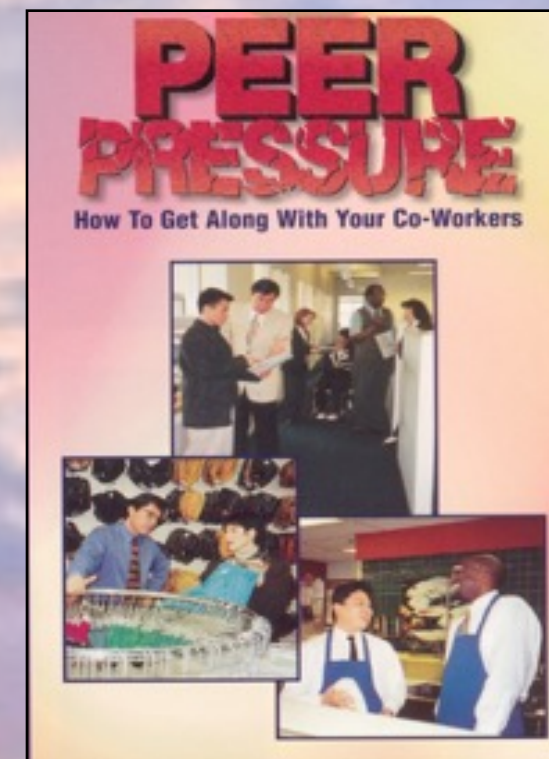
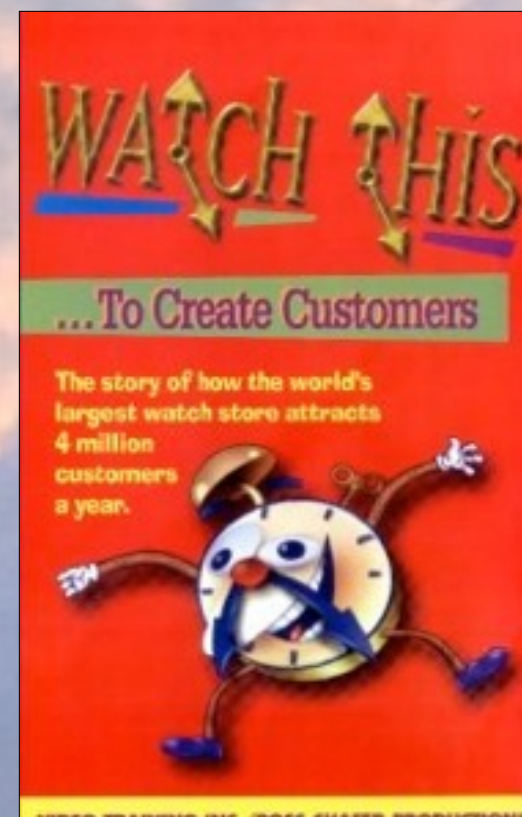
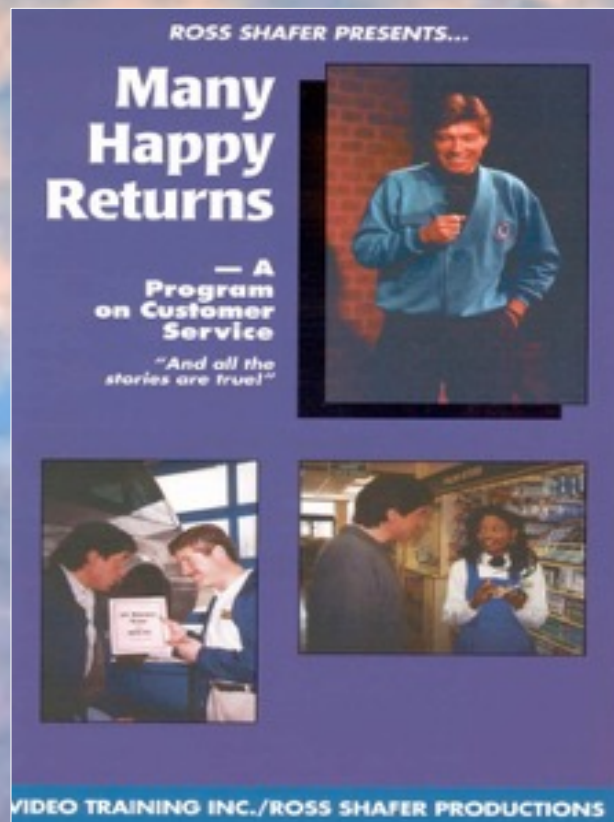
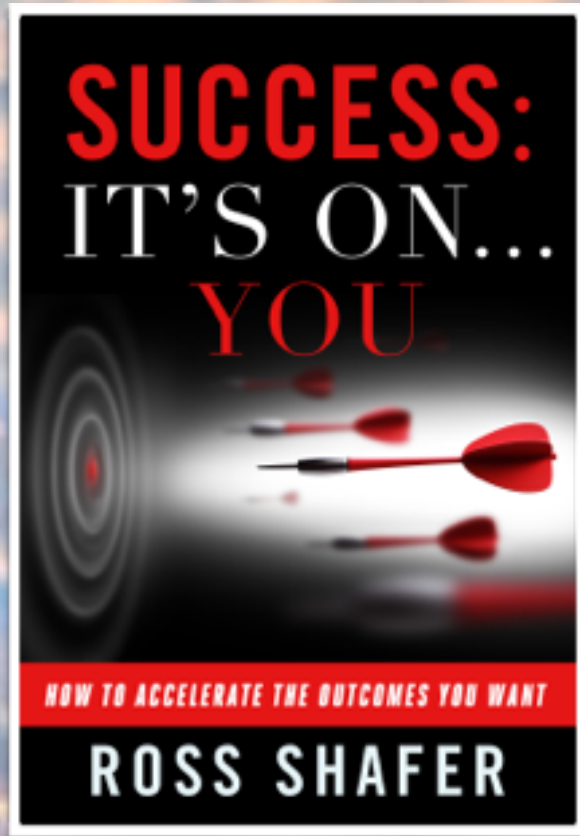
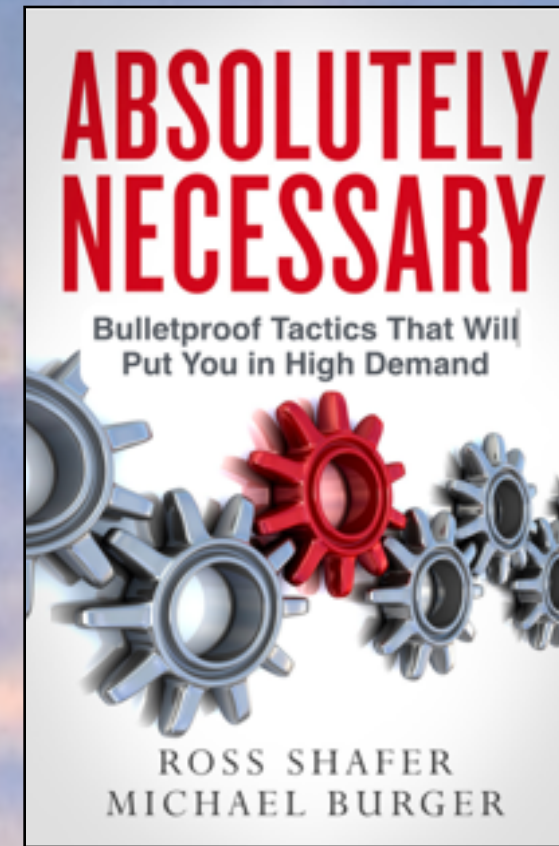
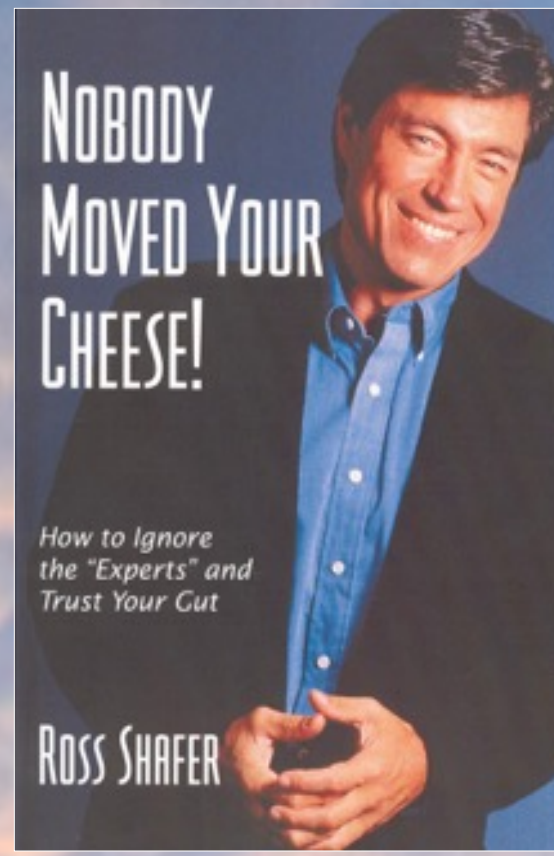
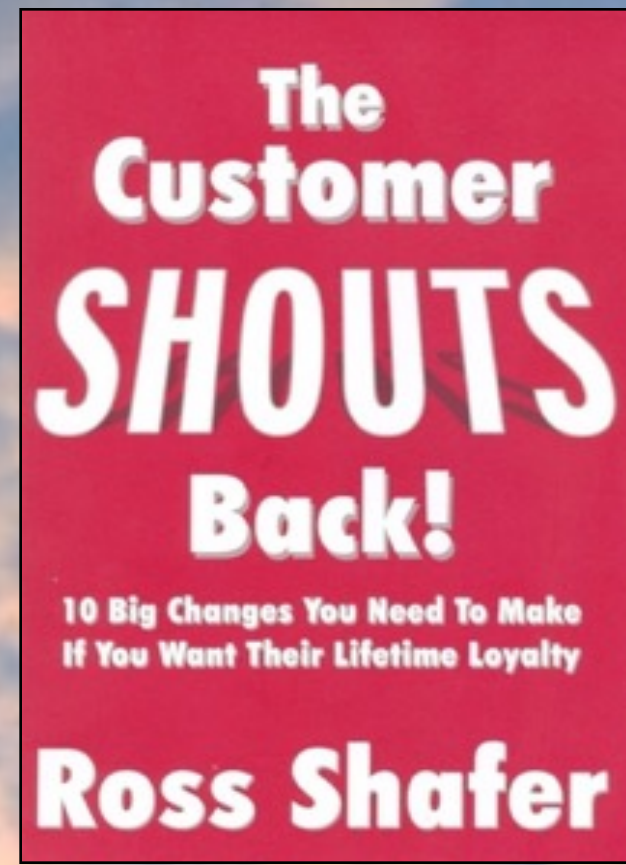
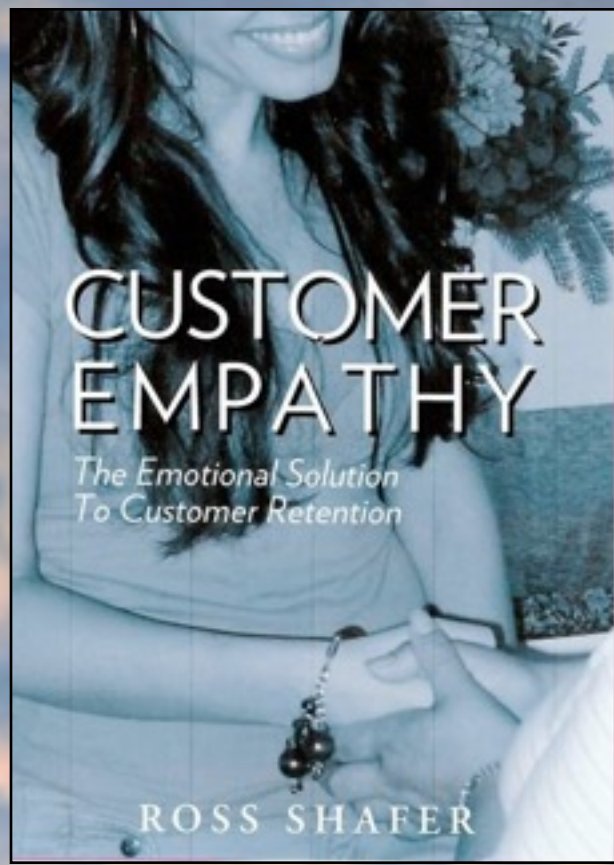




Ross  
Shafer

# the Accelerated Evolution of CX









Ross  
Shafer

**If You would like to contact  
Ross Shafer for your own  
event contact:**

**Brittanny Kreutzer**

**888-316-4800**

**[kreutzer@speakerexchangeagency.com](mailto:kreutzer@speakerexchangeagency.com)**





**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001





# Follow the Tracks of the Herd

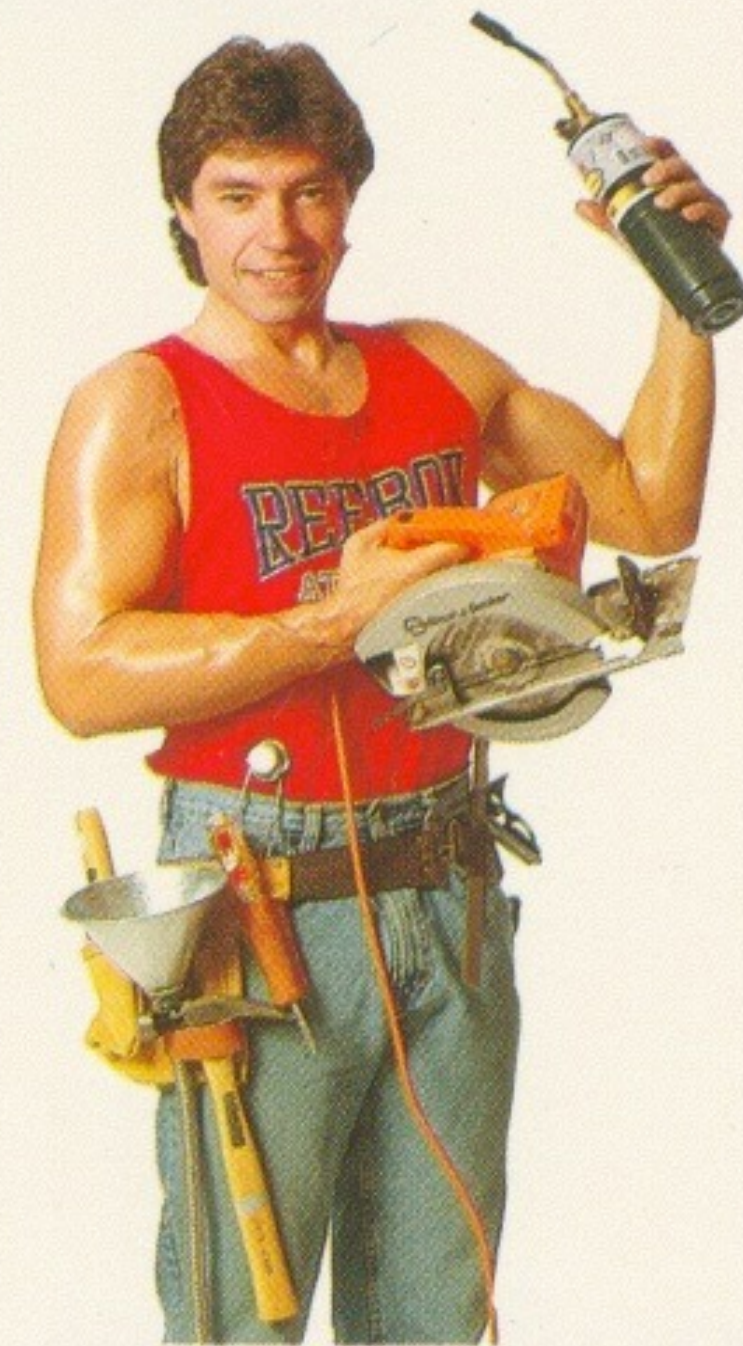


# COOK-LIKE- A-STUD

\* 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



**CAN YOU GUESS HOW MANY RETAIL STORES  
WILL CLOSE IN 2017?**

**(6,496 total closings)**



**When anyone says, “We’re getting killed by...**

**amazon.com**

The Amazon logo, which is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

**YOU say, “We can beat Amazon with two moves...”**






**High Touch**



**Added Value**





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

**Innovate Before  
it's Necessary**



# Hotel Events

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

## Events for Oct. 12, 2017

**GO TO THE WRONG MEETINGS**

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM





Thank You  
for shopping with us

**NCA**<sup>®</sup>  
**NATIONAL GROCERS ASSOCIATION**



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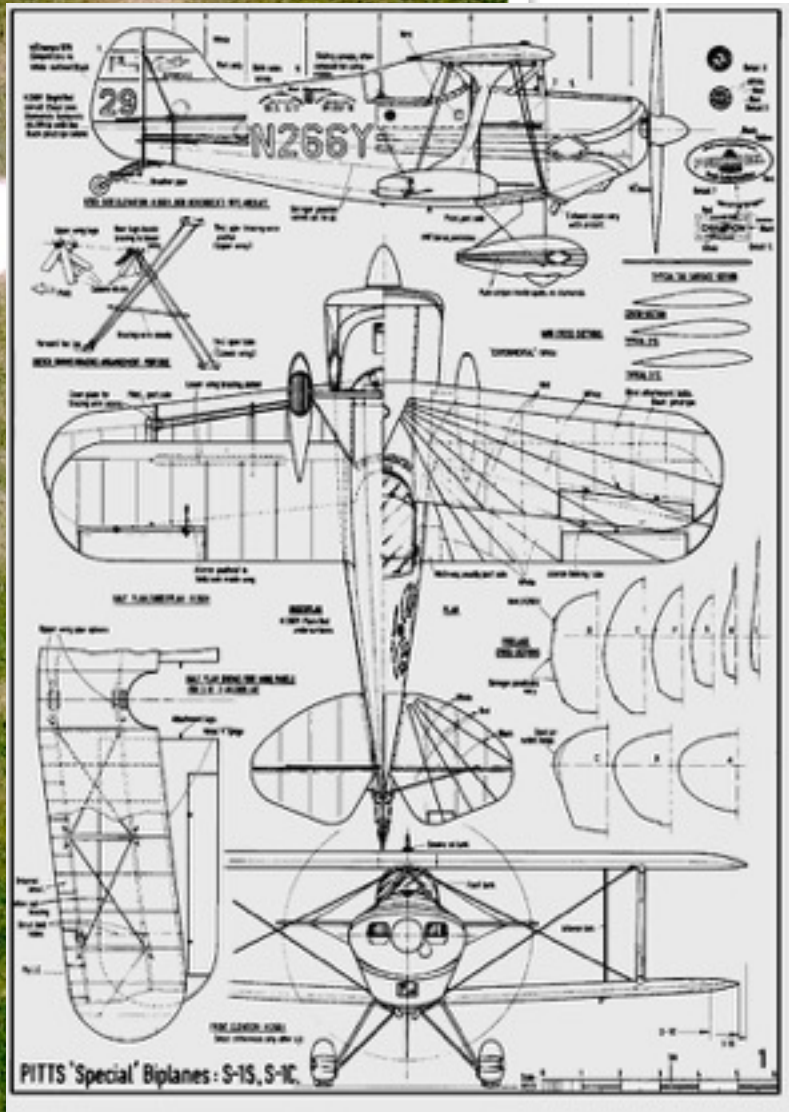
**Laramar Apartment Homes - 55,000 units**



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

# **Innovation Requires a Little Courage**





*“You can create anything when you have a blueprint.”*







Maiden flight - May 1971





**“Success is not about who you know.  
It’s about who knows YOU.”**

Chuck Shafer

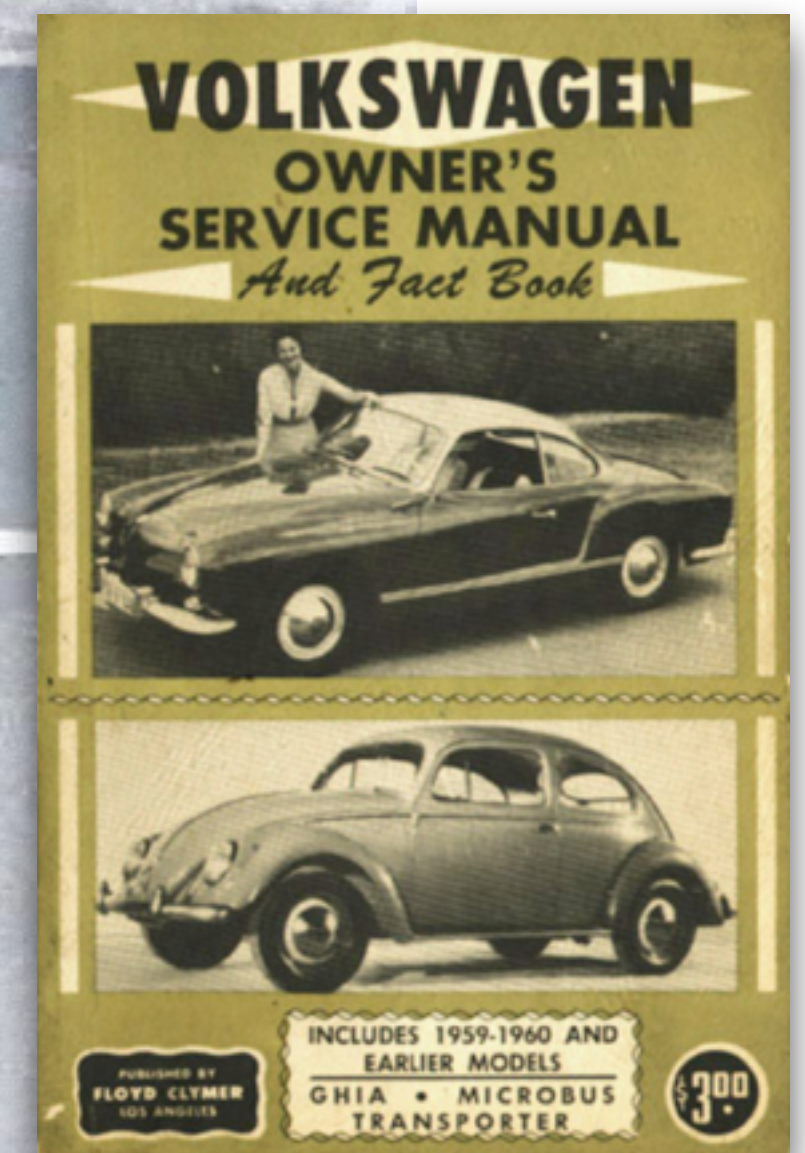




1961 Karmann Ghia

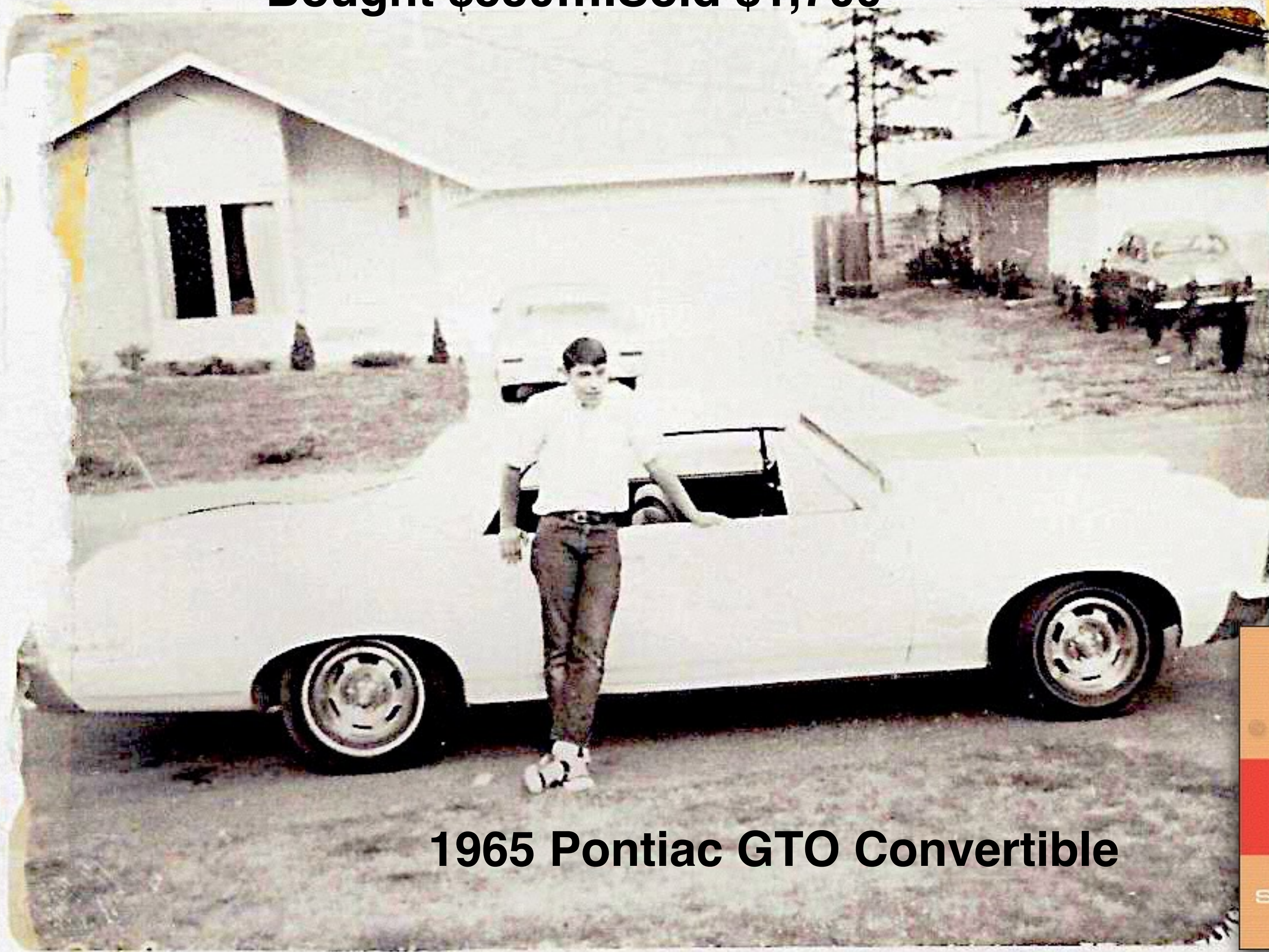
bought \$25.....sold \$450

age 13





**Bought \$530....Sold \$1,700**



**1965 Pontiac GTO Convertible**

1965  
TEMPEST  
GTO

**BODY**

SHOP MANUAL

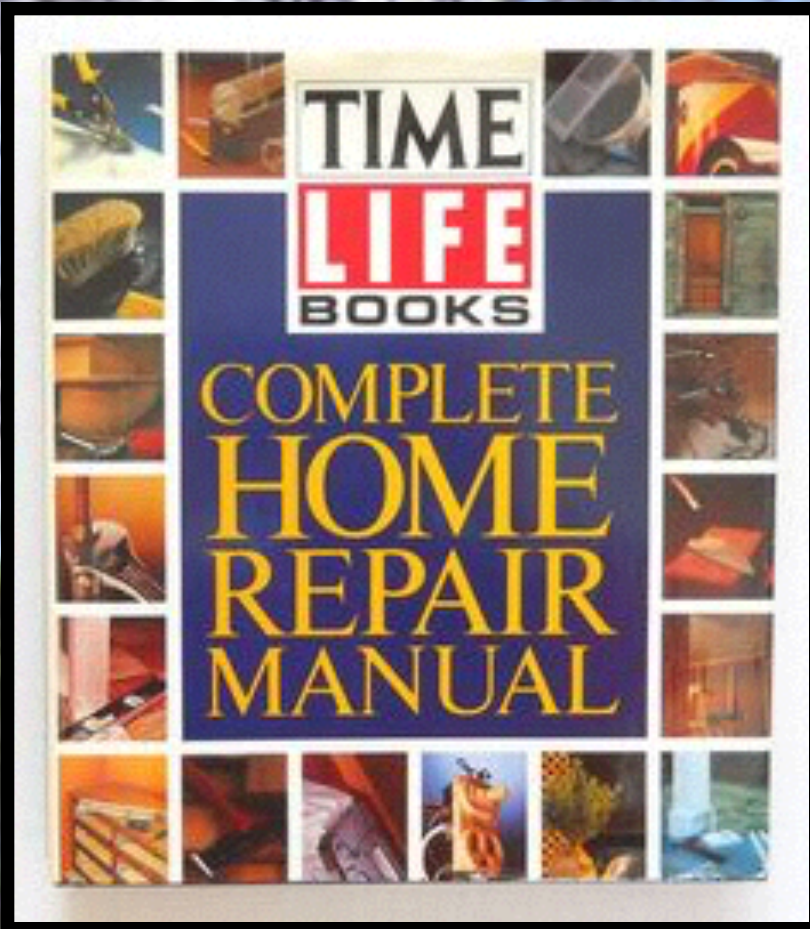


**Ferrari 308 GTS  
bought for  
\$9,800**



**sold for \$38,500**





Age 17



bought for \$4,800



sold 11 mos. later  
for \$17,500



**bought \$178,000**



**sold \$460,750**







vs. Univ. of Hawaii





# UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court







*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

#### **The Beginners Guide Volume 1**



Sam & Enrico



**Restaurants/Food Service**



**Retail Clothing**

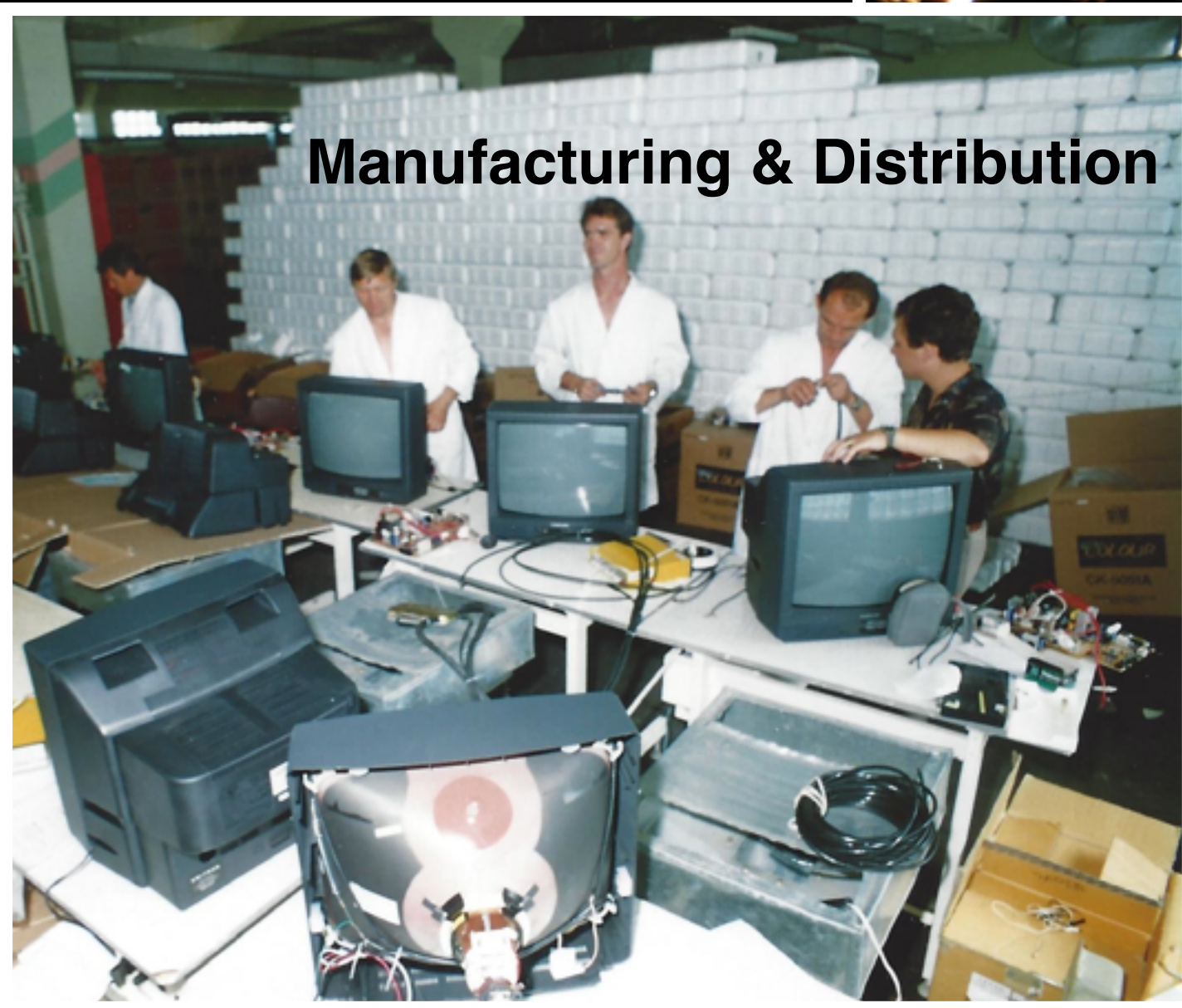
**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



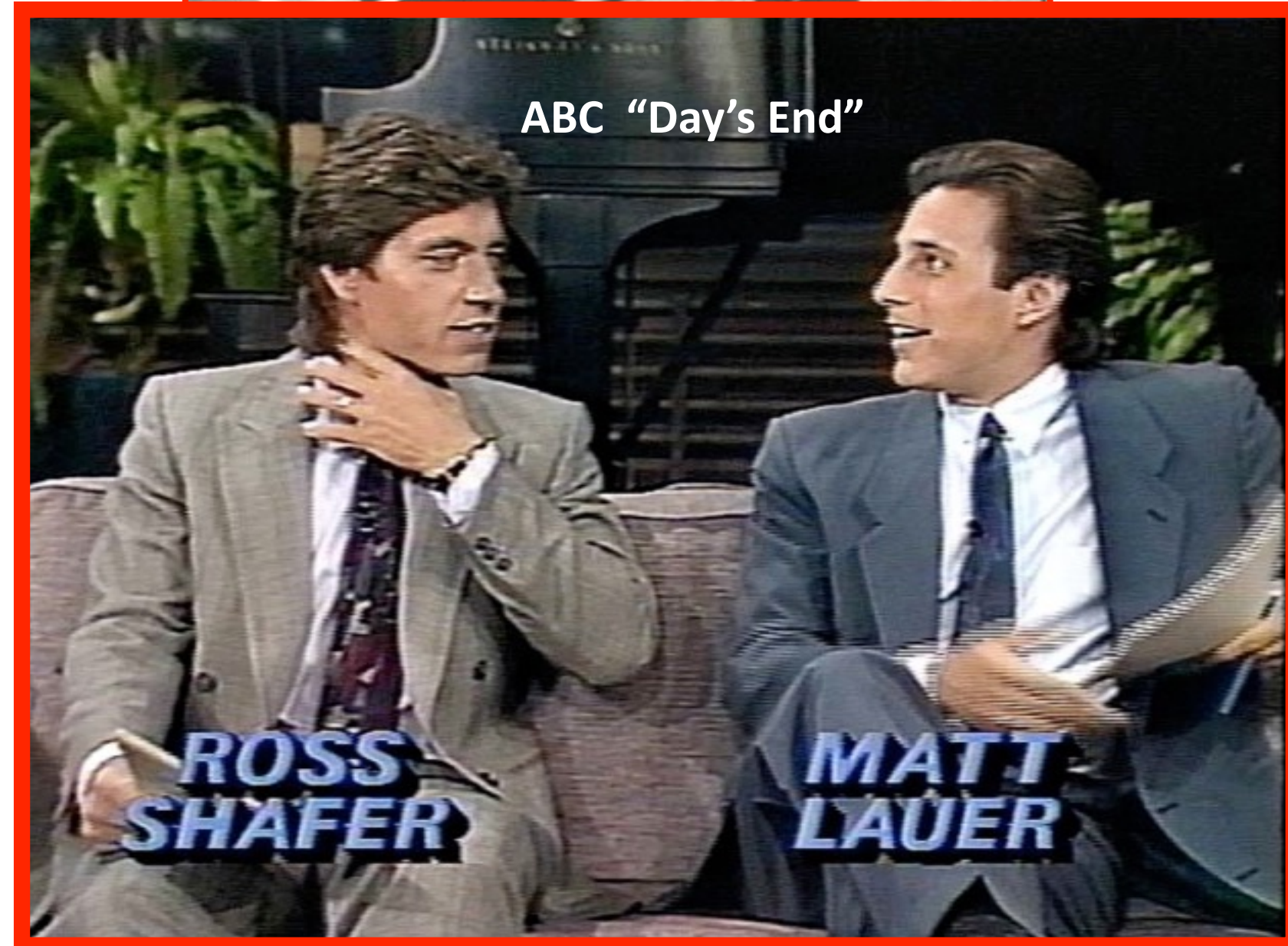
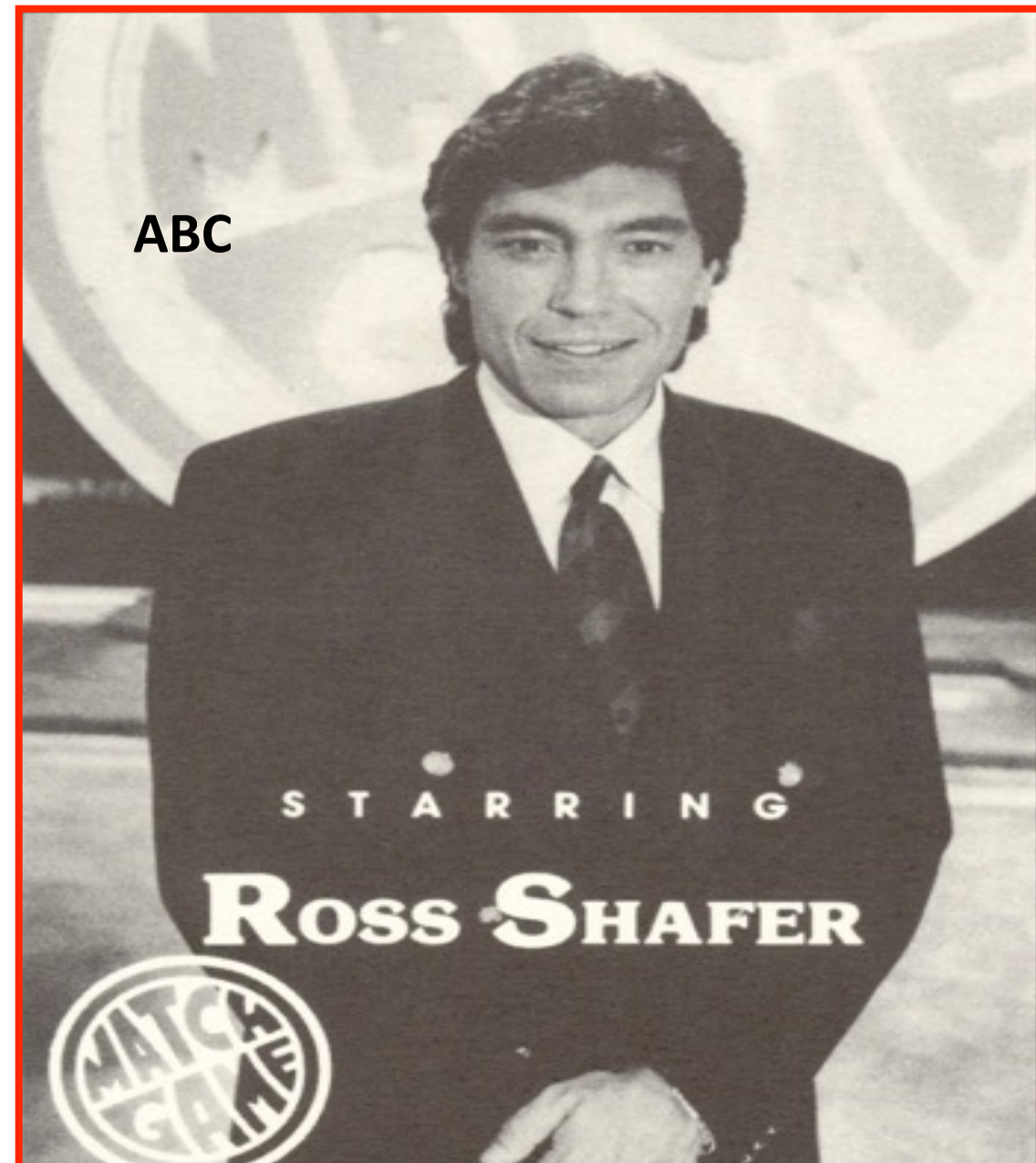
**TV & Film Production**



**THE ICE CREAM SHOP**









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 and engineering aesthetic.

# The Future of CX is Friction-Free







**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**1,500,000+**  
**patients love**  
**“Virtual” Doctors**



The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a curved arrow pointing from the 'z' to the 'a' of "go". The word "go" is also in a lowercase, sans-serif font. The background is out of focus, showing shelves stocked with various products and a person in an orange shirt standing in the aisle.

amazon go



**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





# 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.



# CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations. **The bigger risk to loyalty is when you fail or disappoint them.”**



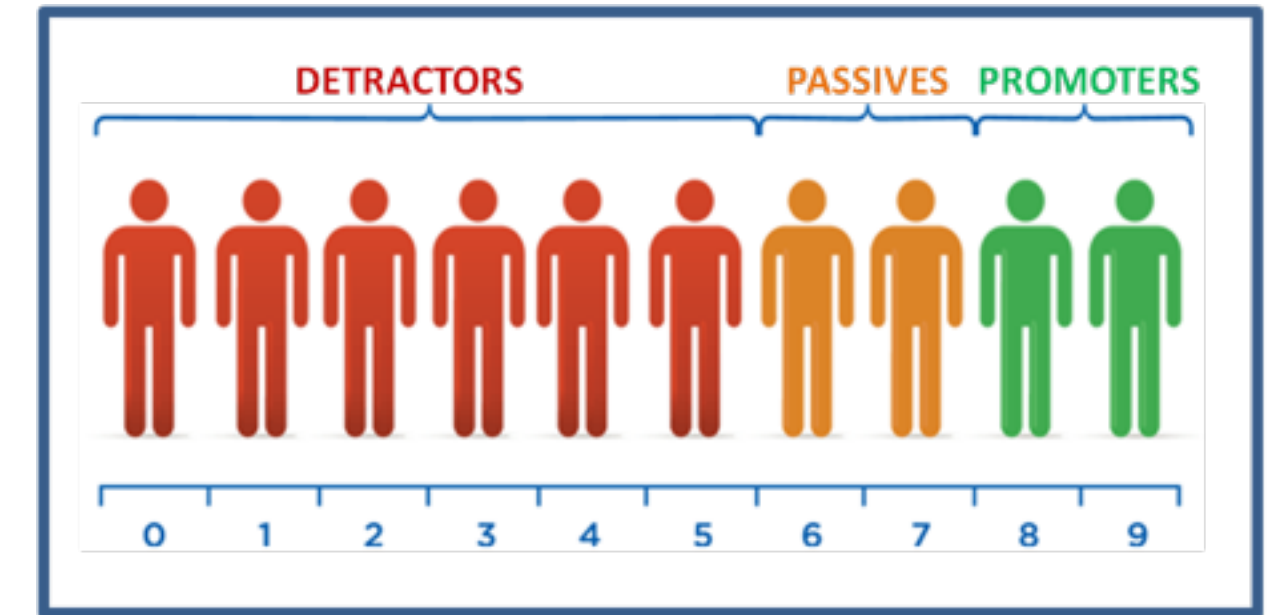
# CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”



# NPS (Net Promoter Scores)



“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



**SORRY BUT  
THAT'S  
AGAINST OUR  
POLICY.**





**WE'LL HAVE TO  
CHARGE YOU  
A 15%  
RESTOCKING  
FEE**





**ALL THE  
ANSWERS  
ARE ON OUR  
F.A.Q. PAGE**







erases



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



**YOU NEED AN URGENT  
ANNIVERSARY GIFT!**



**\*OVERNIGHT DELIVERY**



**\*FREE SHIPPING**

**\*EMAIL CONFIRMATION**

**\*SPECIAL BONUS GIFT**

**\*10% DISCOUNT ON NEXT ORDER**



# THEY SHIP THE WRONG ITEM



**POW!**

~~\*OVERNIGHT DELIVERY~~

~~\*FREE SHIPPING~~

~~\*EMAIL CONFIRMATION~~

~~\*BONUS GIFT INCLUDED~~

~~\*DISCOUNT ON NEXT ORDER~~

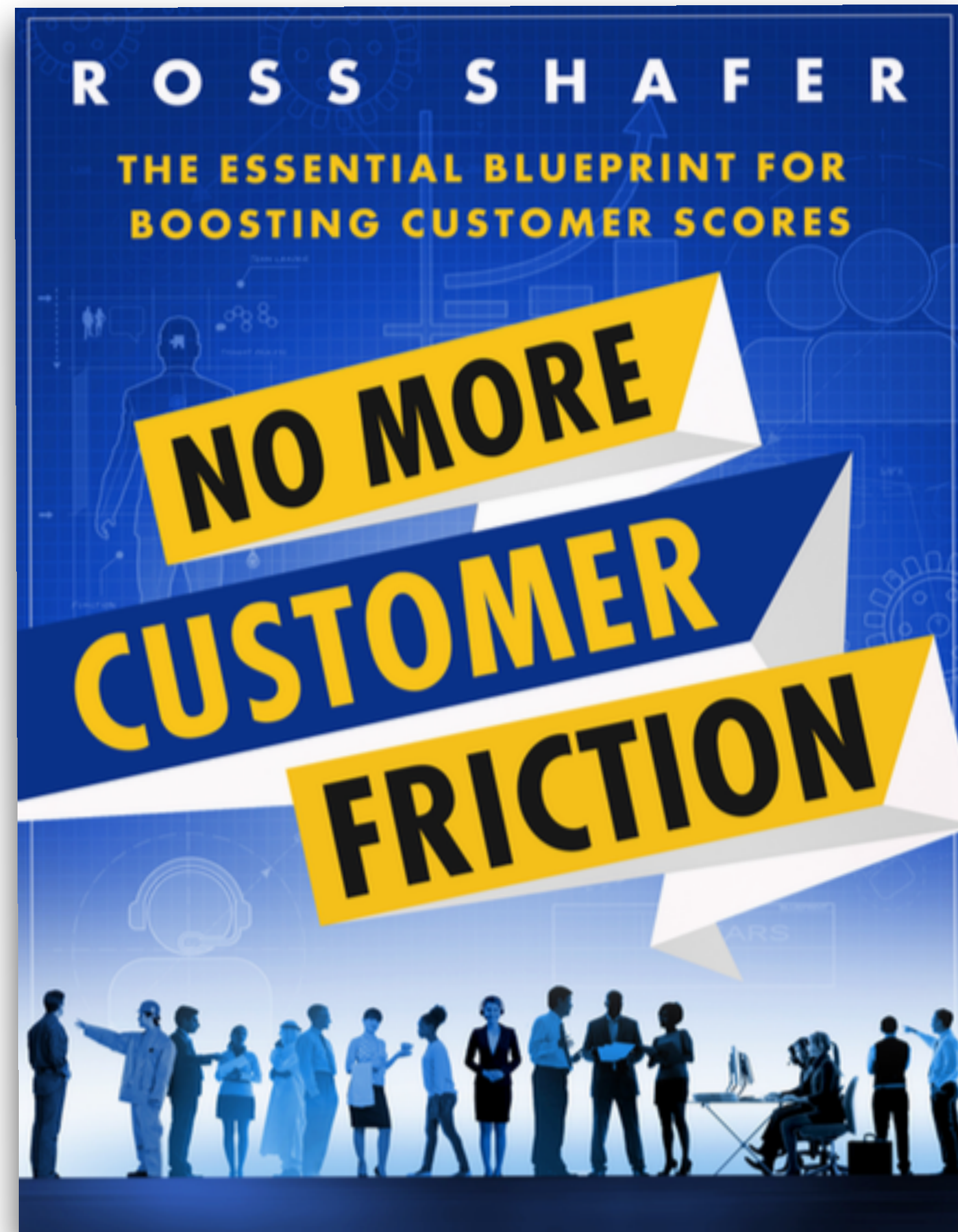


# Empower an On-Demand Solution for Every





# The Power of Humalogy...



+







**Complaints led to losing 1,000,000m subscribers in just one quarter.**





**They fixed ALL processes. Billing. Call Centers. Installs.**

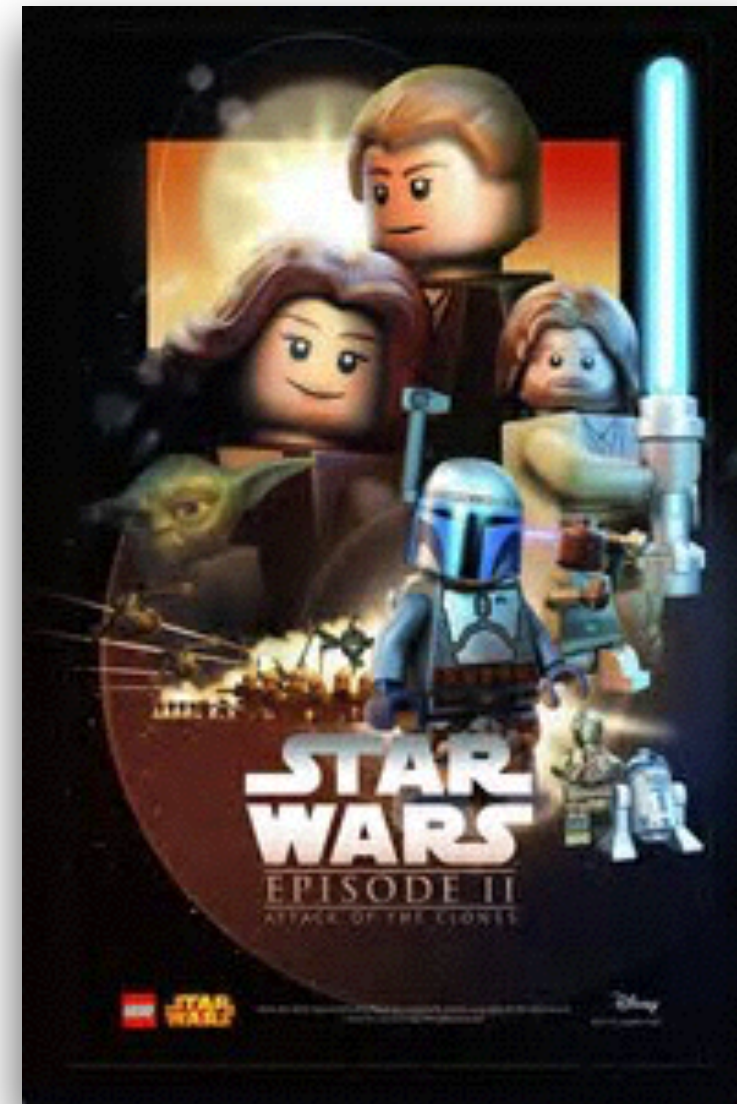
**Comcast is #1 in customer sign-ups & retention.**





**10 yrs ago, on the verge of bankruptcy,  
customers complained the toys were  
boring & prices were too high.**





**Lego has become the largest toy company in the world.**





**Highest # of complaints in their industry.  
*Last Place* in their industry re:  
Customer Experience**





**We coached Linemen, Meter Teams, Call Centers, Admin, & Designers. We empowered on-the-spot fixes.**

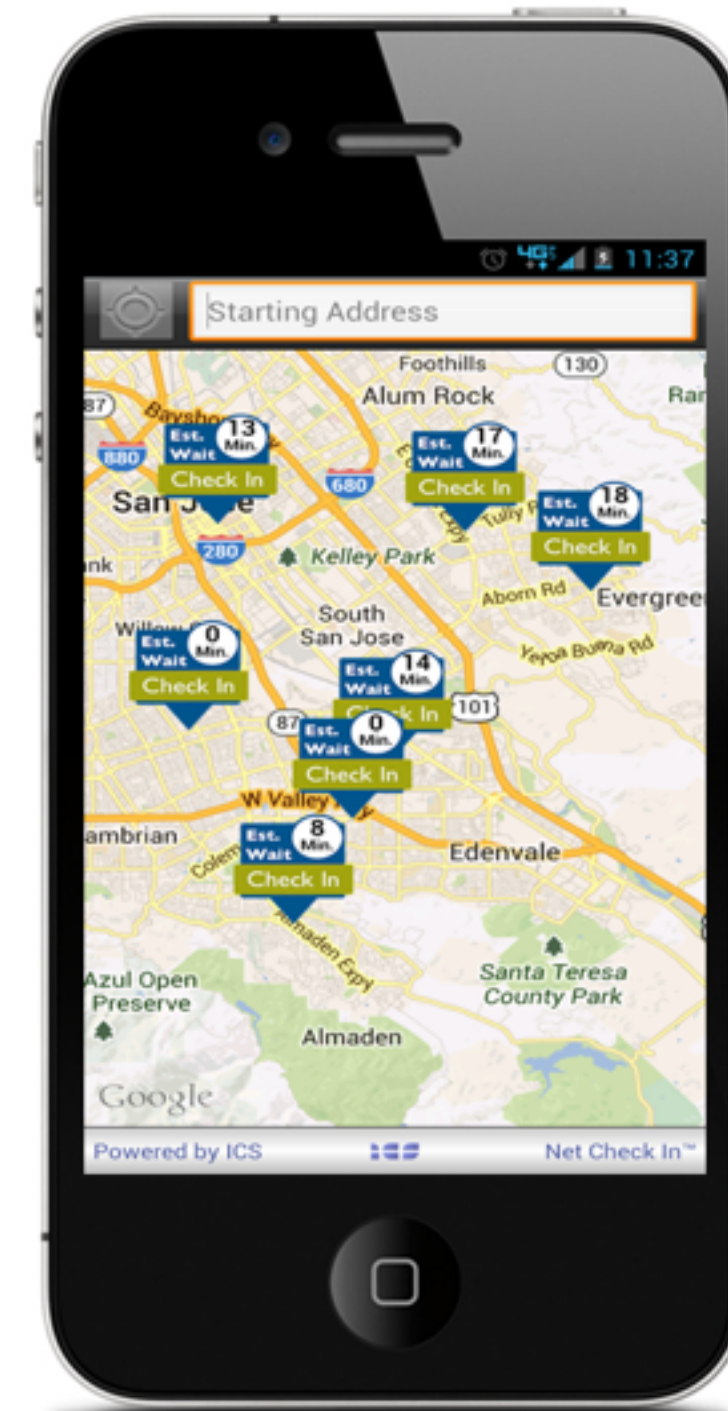
**In 90 days, their J.D. Power scores rose 21 Points.  
Now, #1 in their industry.**





**Technology Adds  
Value for the  
CUSTOMER &  
Retention for US**







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

# Questions? Challenges?



**Customer-Centric?**

**(internal & external)**

**Being an**

**Other-Centered**

**Organization**





***Curiosity: The Differentiating Value***









# The Accidental Genius of Facebook


The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook





 Search for people, places and things 

 **Ross Shafer**  
[Edit Profile](#)

[Update Status](#) [Add Photos/Video](#)

What's on your mind?

FAVORITES


- [News Feed](#)
- [Messages](#) 99+
- [Photos](#)
- [Browse](#)


PAGES


- [Pages Feed](#) 20+
- [Like Pages](#) 20+
- [Create Ad](#)



GROUPS



- [University of Puget Soun...](#)

**Nancy Vogl**  
Is anyone else having problems posting on FB today?  
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 **Monika Laschkolnig** and 7 others like this.

 [View 21 more comments](#)

 **Aileen Bennett** Thank you – I thought i had broken the internet (again)  
6 hours ago · Like ·  1

 **Kathleen Hassan** yup  
5 hours ago · Like ·  1





**“48% of employers are dissatisfied with the oral communications skills of college students.”**

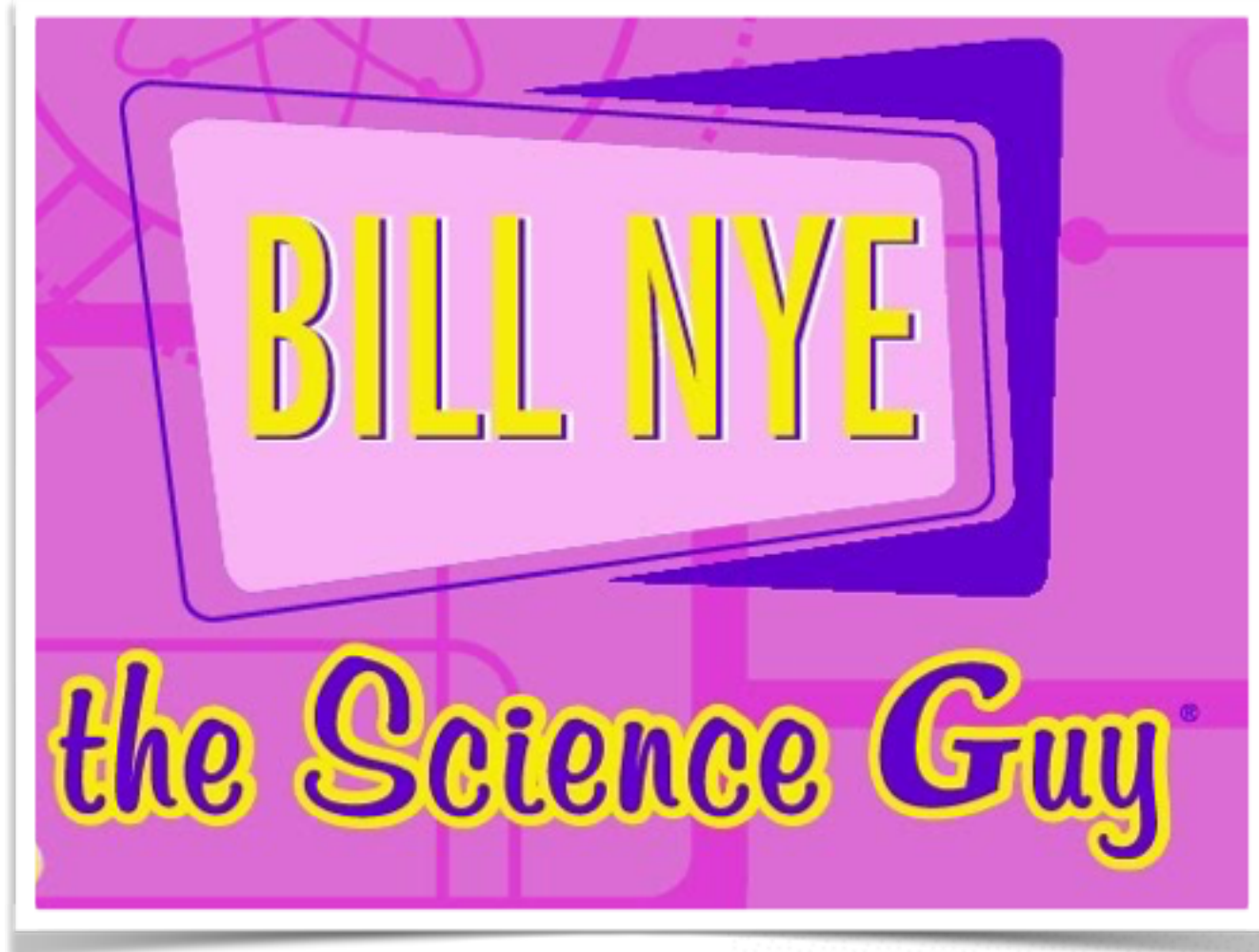






**When You Find  
Superstars...  
Exploit Them**







# FREE RESOURCES

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

Ross Shafer | View as: Yourself

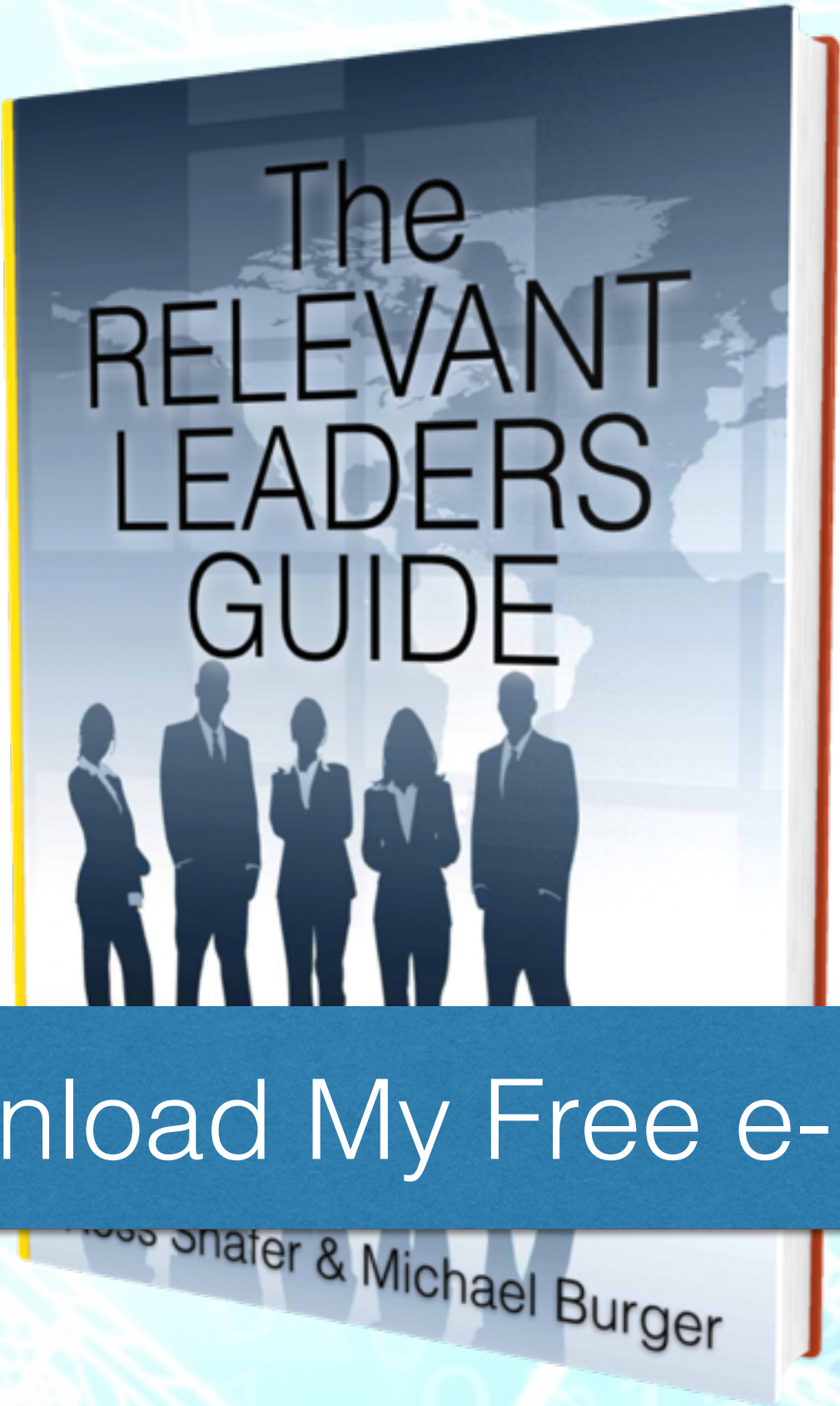
Home Videos Playlists Channels Discussion About

**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  
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by Ross Shafer  
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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](http://www.RossShafer.com)



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# CHARACTER



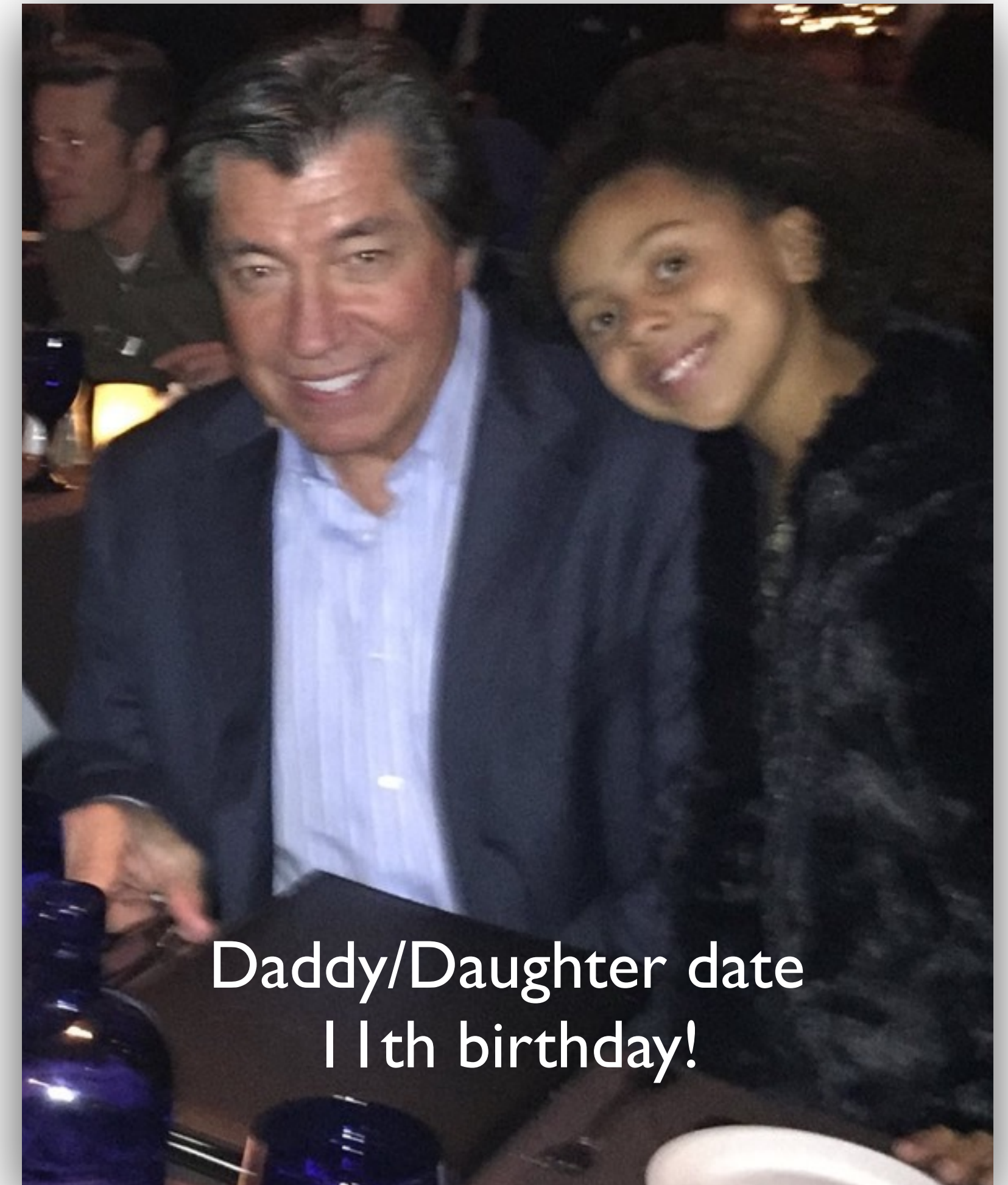


Chuck Shafer 1927-2001





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



Daddy/Daughter date  
11th birthday!



**Ongoing  
Encouragement  
is an Endorphin  
Rush to Young  
People**





Ross  
Shafer

**If You would like to contact  
Ross Shafer for your own  
event contact:**

**Brittanny Kreutzer**

**888-316-4800**

**[kreutzer@speakerexchangeagency.com](mailto:kreutzer@speakerexchangeagency.com)**