



Ross  
Shafer

# the Accelerated Evolution of CX

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 several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text is centered horizontally and has a slight glow effect.




**What I'm Not...**

ROSS SHAFER PRESENTS...

# Many Happy Returns

— A Program on Customer Service

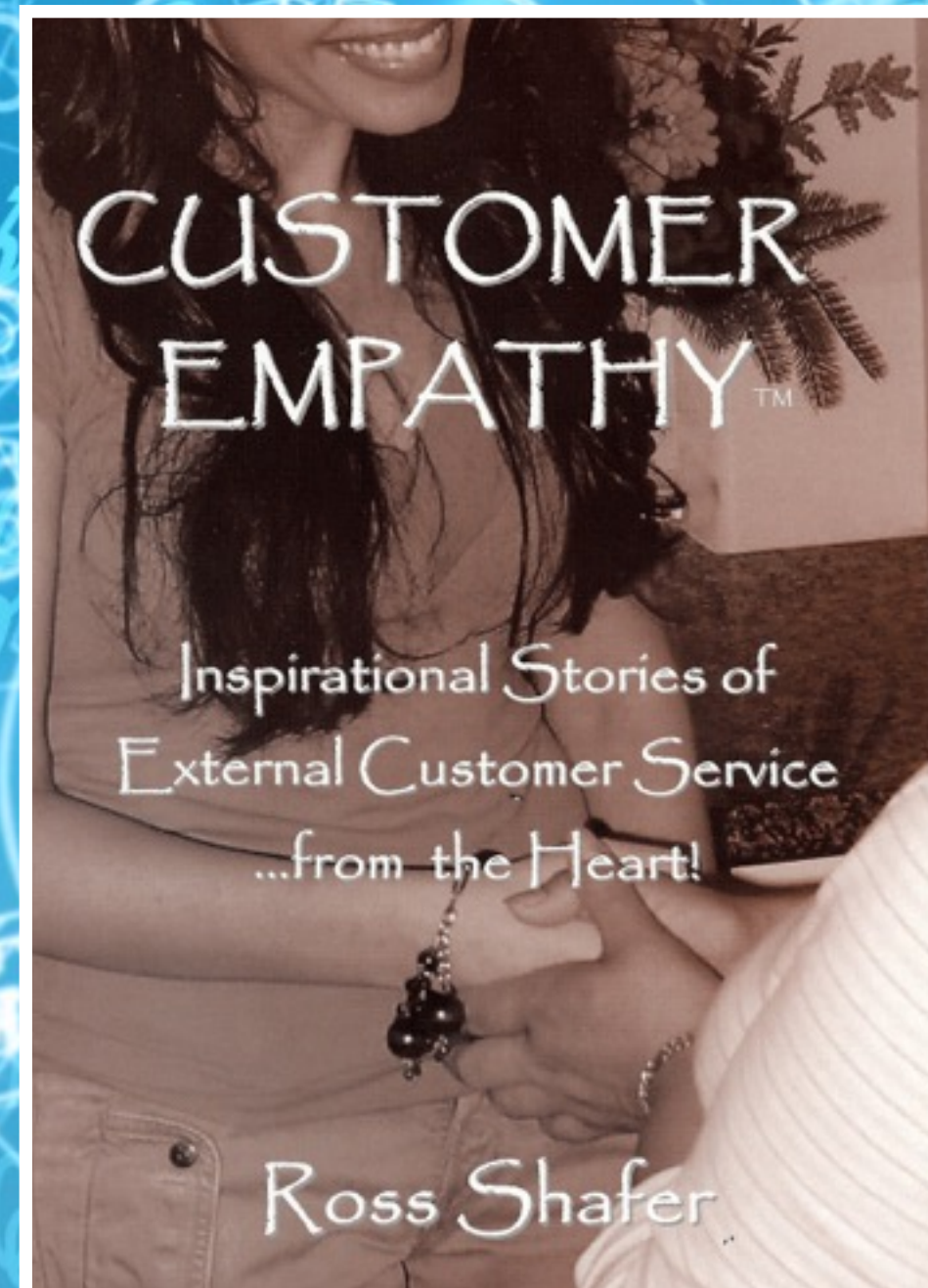
"And all the stories are true!"

# CUSTOMER EMPATHY™

Inspirational Stories of External Customer Service ...from the Heart!


Ross Shafer



ROSS SHAFER


THE ESSENTIAL BLUEPRINT FOR BOOSTING CUSTOMER SCORES

# NO MORE CUSTOMER FRICTION



# The Customer TALKS BACK!


Customer Service Tips From the Horse's Mouth



# WATCH THIS


... To Create Customers

The story of how the world's largest watch store attracts 4 million customers a year.



# PEER PRESSURE

How To Get Along With Your Co-Workers



# The Customer SHOUTS Back!

10 Big Changes You Need To Make If You Want Their Lifetime Loyalty

## Ross Shafer

**IF YOU DON'T LIKE  
CHANGE.....YOU ARE  
GOING TO HATE  
EXTINCTION**

**AUTHOR: ROSS SHAFER**



# Follow the Tracks of the Herd



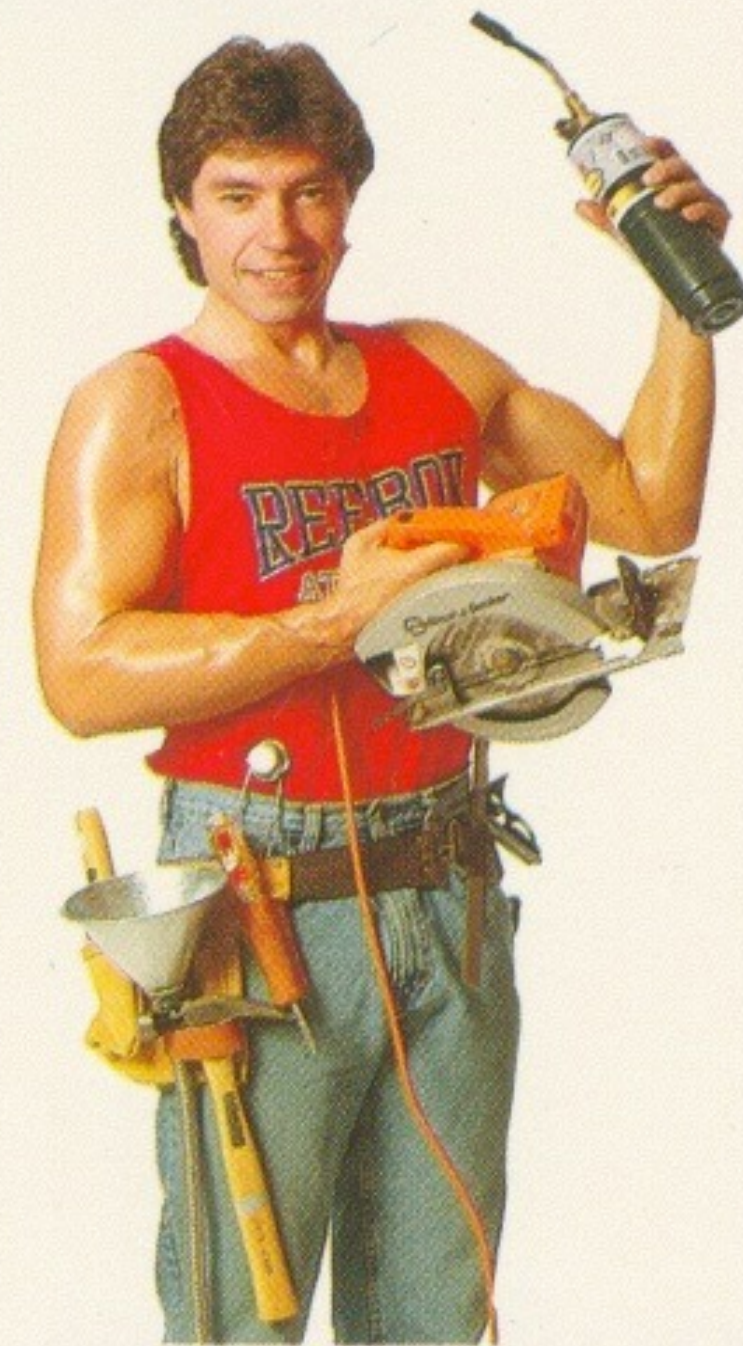
VIDEO CLIP

# 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







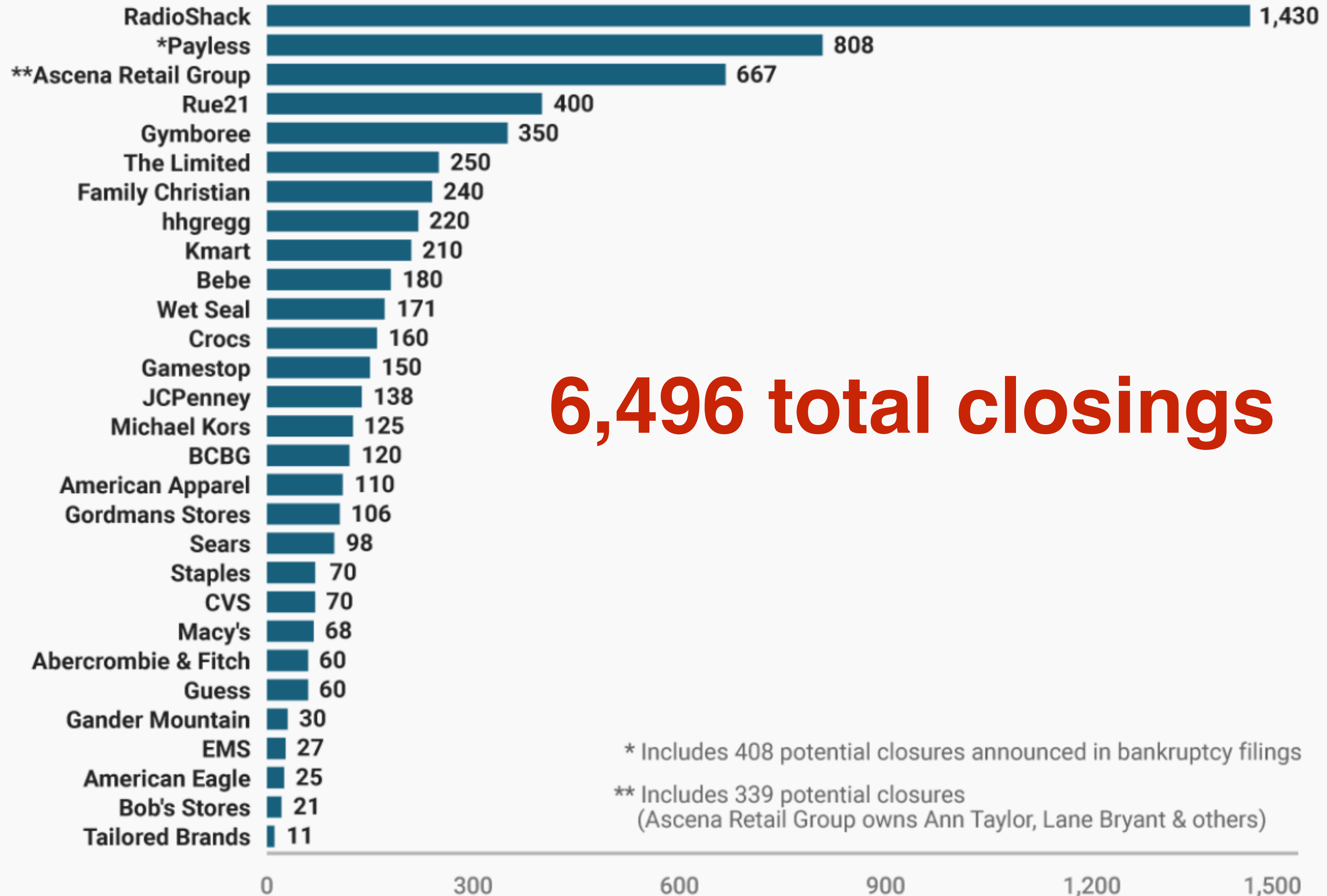


Ryan  
Shafer

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**Real-Time Trending  
Allows You to  
Compete**

# NUMBER OF RETAIL STORES CLOSING IN 2017



**amazon.com**

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

**When anyone complains, “I’m getting killed by...**

**amazon.com**

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

**You say, “Amazon is not all-powerful. You can  
beat them with...”**



**High Touch**



**Adding Value**

# Hotel Events

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

## Events for Sept. 25, 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

# 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 Apartment Homes - 55,000 units**



amazon.com

## Dogit Silent Dog Whistle by Dogit

**\$3.74** Add-on Item

Add it to a qualifying order within **17 hours** to get it by **Tuesday, Oct 15**

More Buying Choices

**\$3.74** new (6 offers)

**\$4.99** used (1 offer)

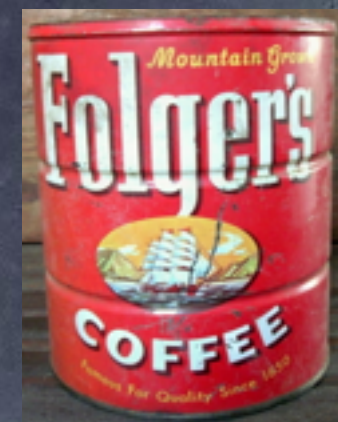
# Customer Intimacy

(who are these people and how do we get to know them?)

1961 Karmann Ghia

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

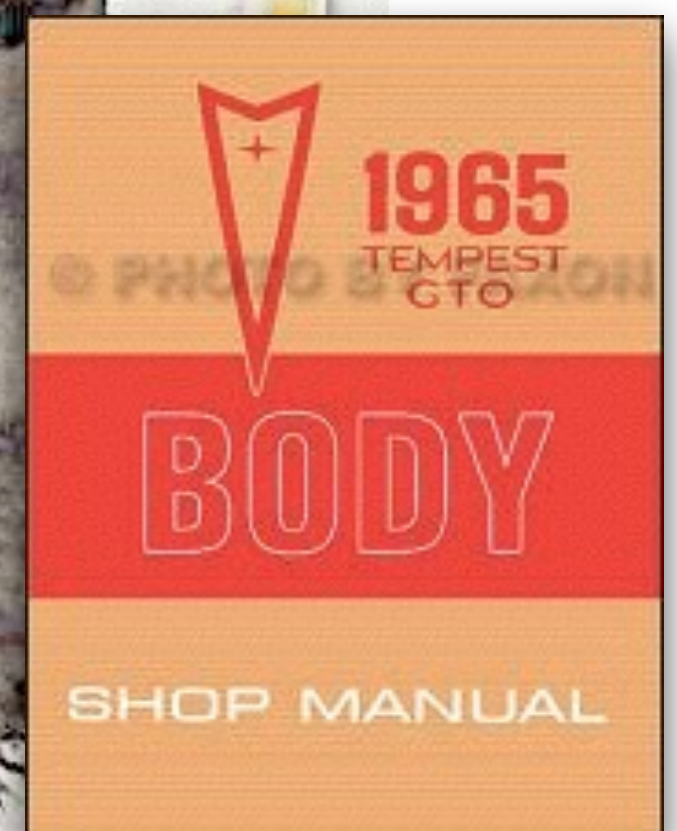
age 13



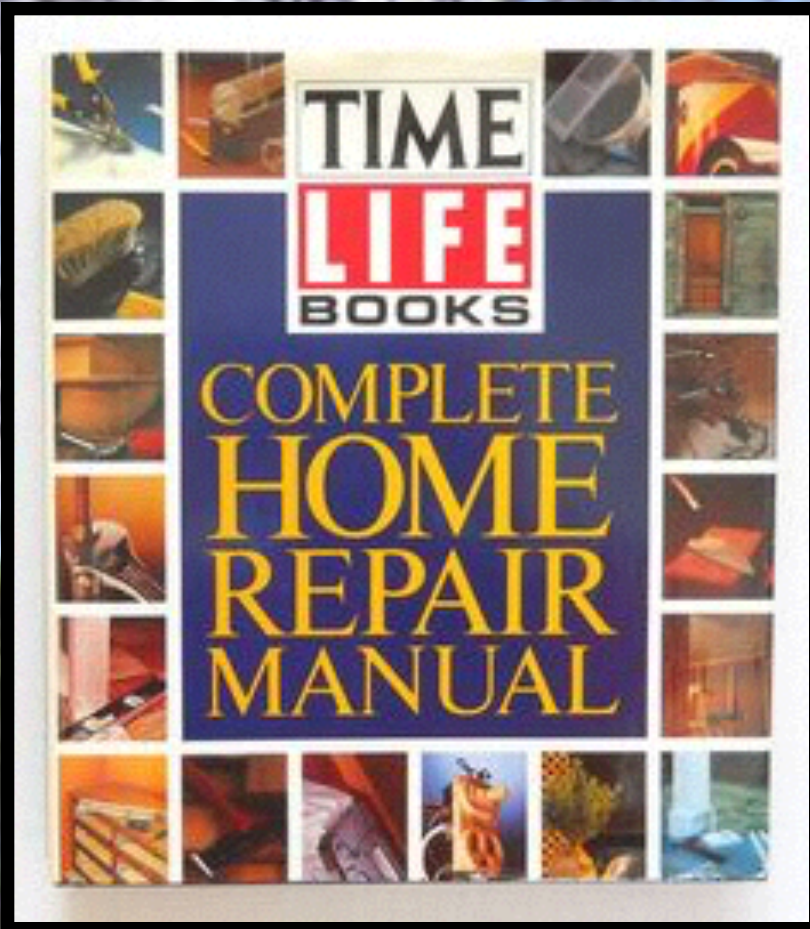
**Bought \$530....Sold \$1,700**



**1965 Pontiac GTO Convertible**







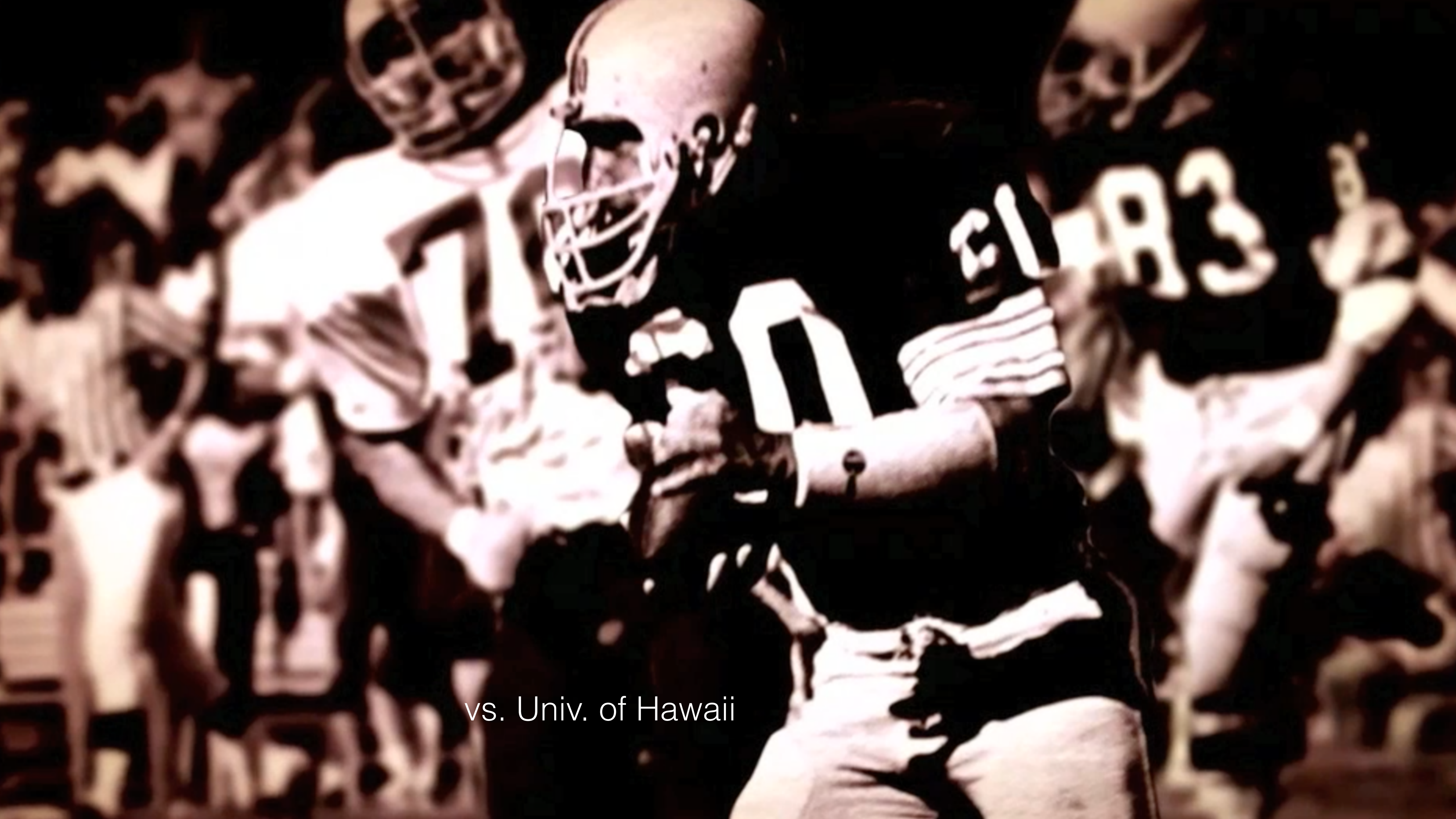
Age 17



purchased for \$4,800



sold 18 mos. later for \$17,500



vs. Univ. of Hawaii



# UNITED STATES BANKRUPTCY COURT Western District of Washington

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



**Restaurants/Food Service**



**Retail Clothing**

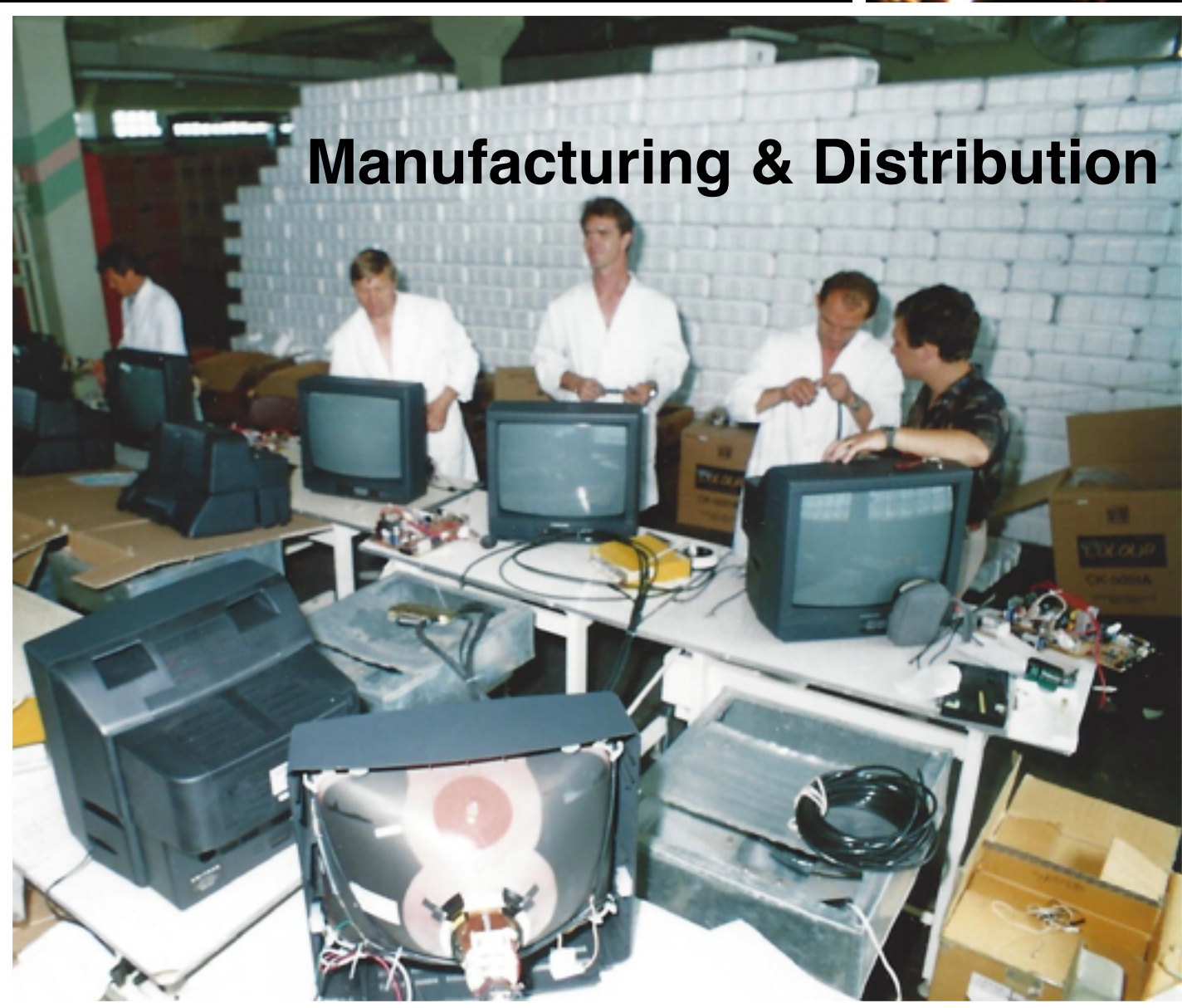
**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



**TV & Film Production**





*Explaining things the easy way!*

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

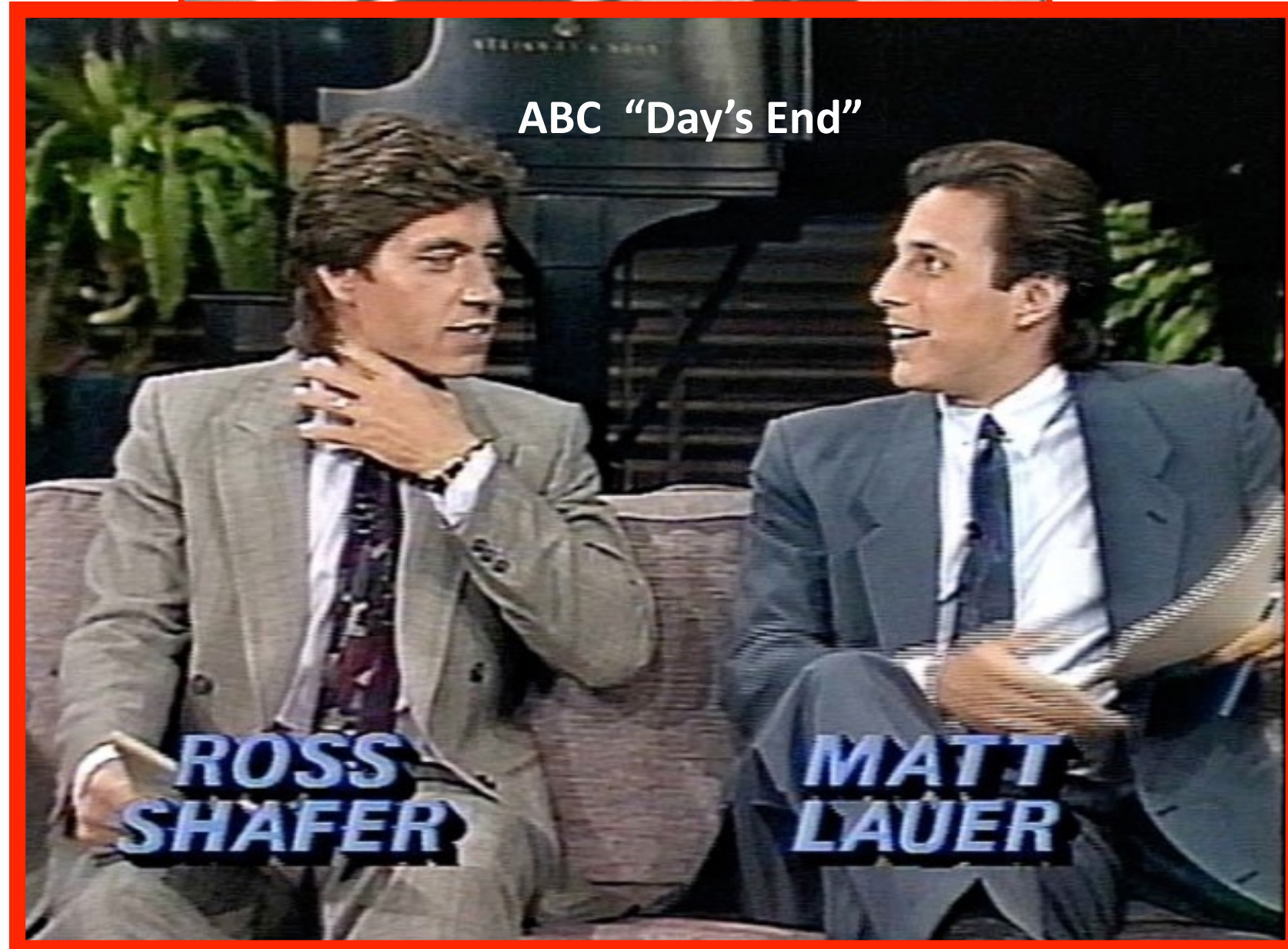
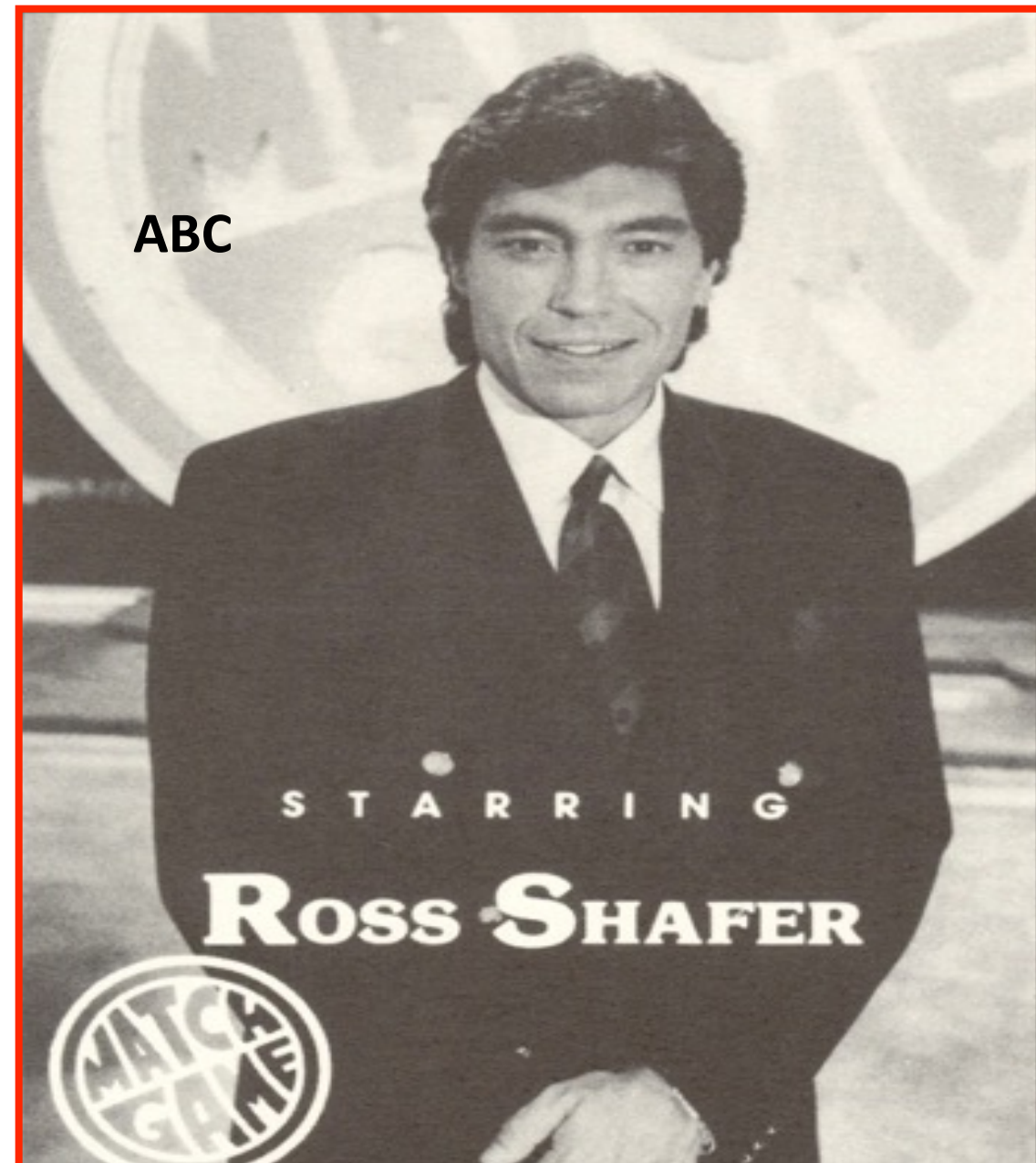
### **Advancing Beginners**

**The Beginners Guide Volume 1**



**Sam & Enrico**

2018 © Enrico



# The Age of Humalogy



&



**NICE** · inContact

**CX**one





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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

# **The Future of CX**

**(and for that matter, everything)**

# **is Friction-Free**



**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



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



amazon go

VIDEO CLIP

**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 itself 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)

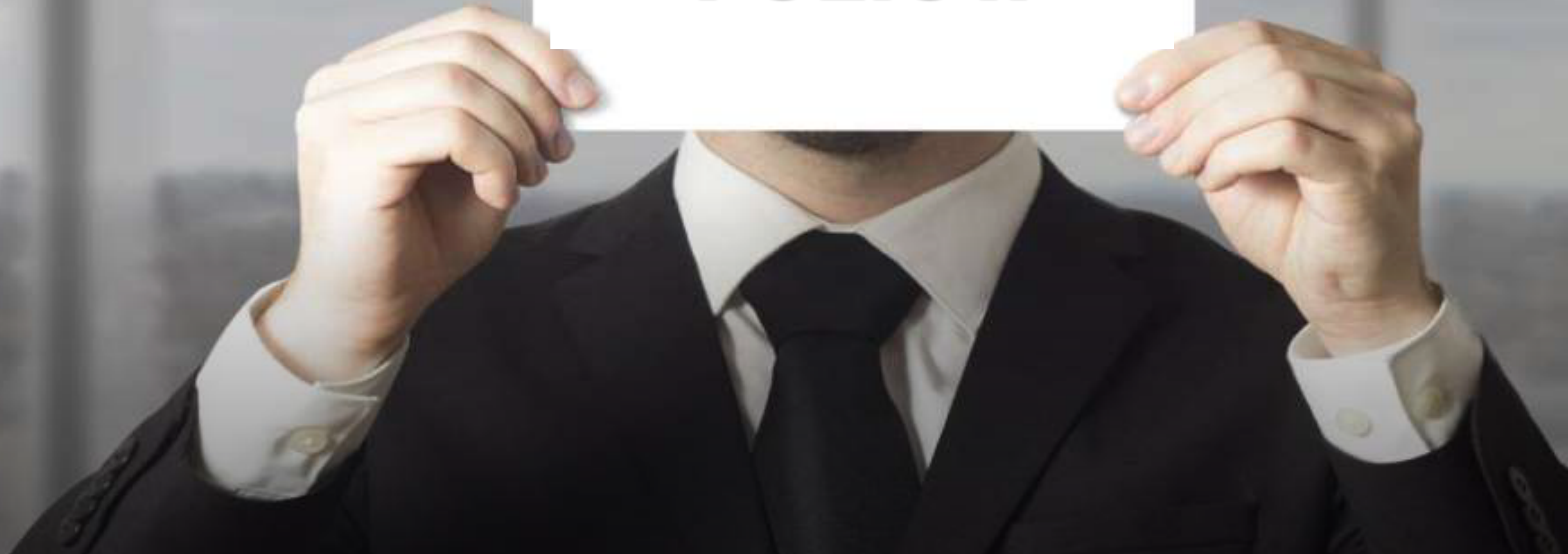


“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”



**“Welcome to AT&T.  
My name is Jason.  
How may I  
provide you with  
outstanding  
customer care?”**

**WE CAN'T DO  
THAT. IT'S  
AGAINST OUR  
POLICY.**



**I WILL HAVE TO  
CHARGE YOU A  
15%  
RESTOCKING  
FEE**



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





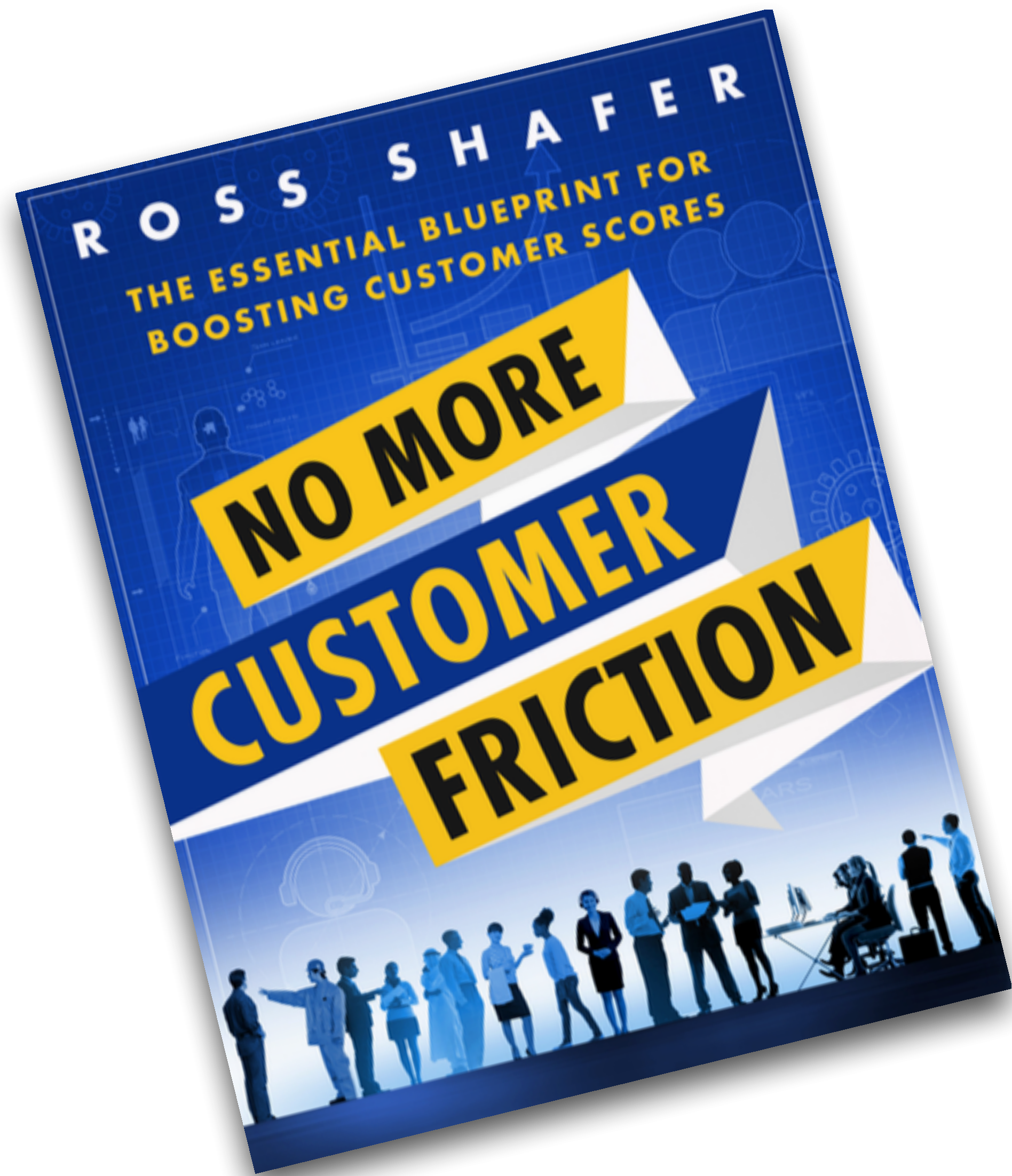
erases



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

# Empower an On-The-Spot Solution for Every





**Is  
POW vs WOW  
Compatible?**





**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 meant they were  
*Last Place* in their industry  
re: Customer Experience**



**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and 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 THEM &  
Retention for US**

# Hard Rock

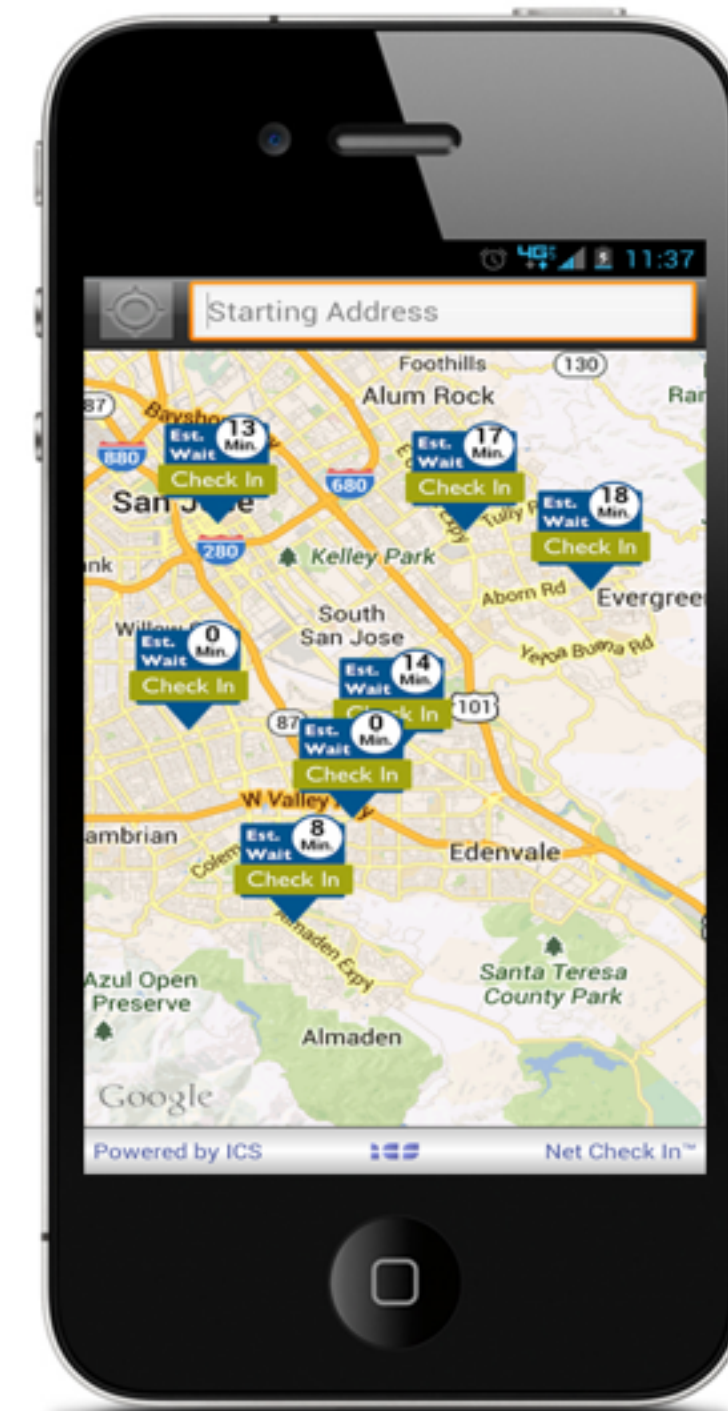
HOTEL & CASINO





VIDEO CLIP

Big Data, Marketing & Mapping



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# **Augmenting A.I. with Old-School Curiosity**



*Curiosity Adds the Supreme Value*



VIDEO CLIP





# 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...

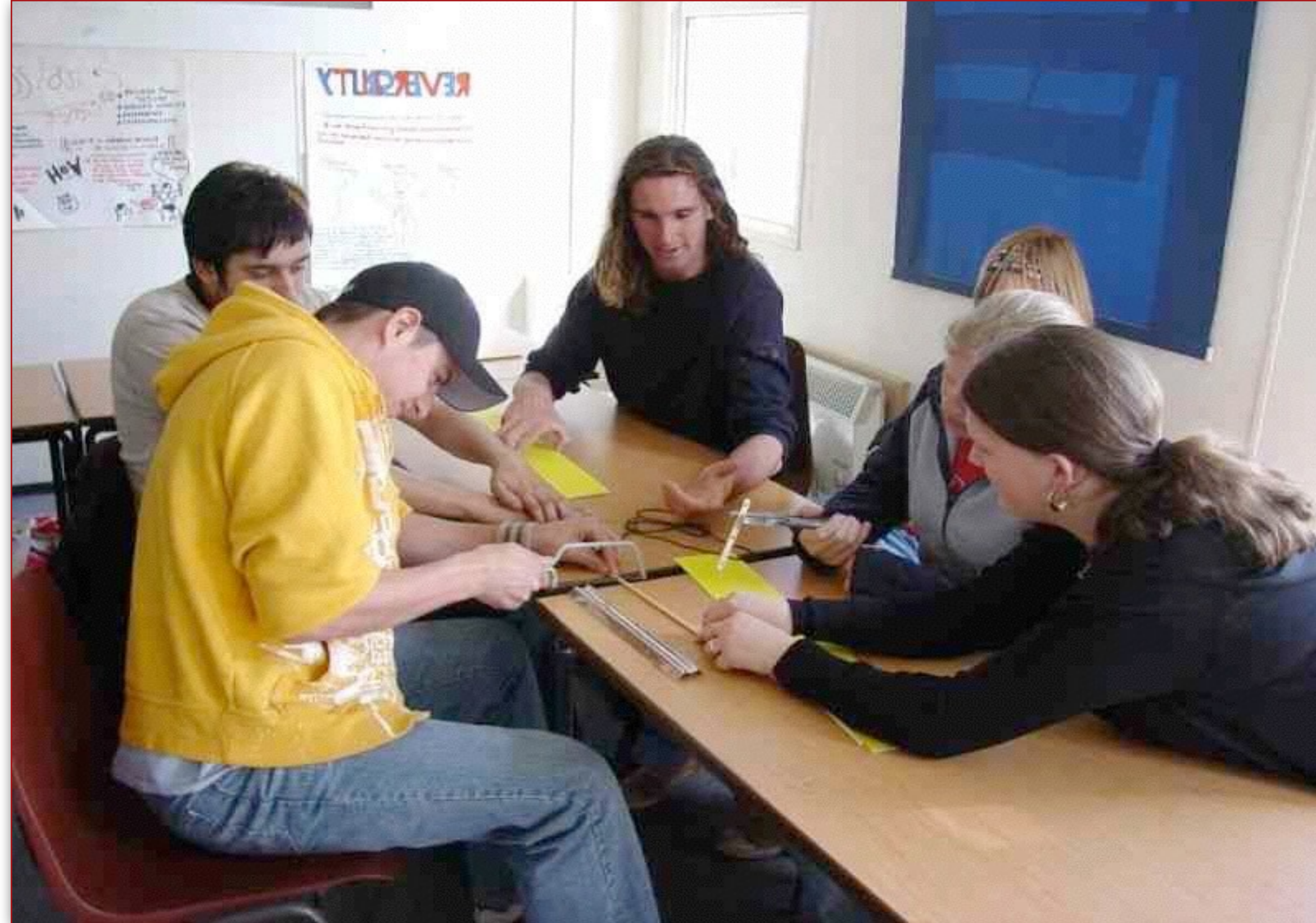
 **Nancy Vogl**  
Is anyone else having problems posting on FB today?  
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 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.”**





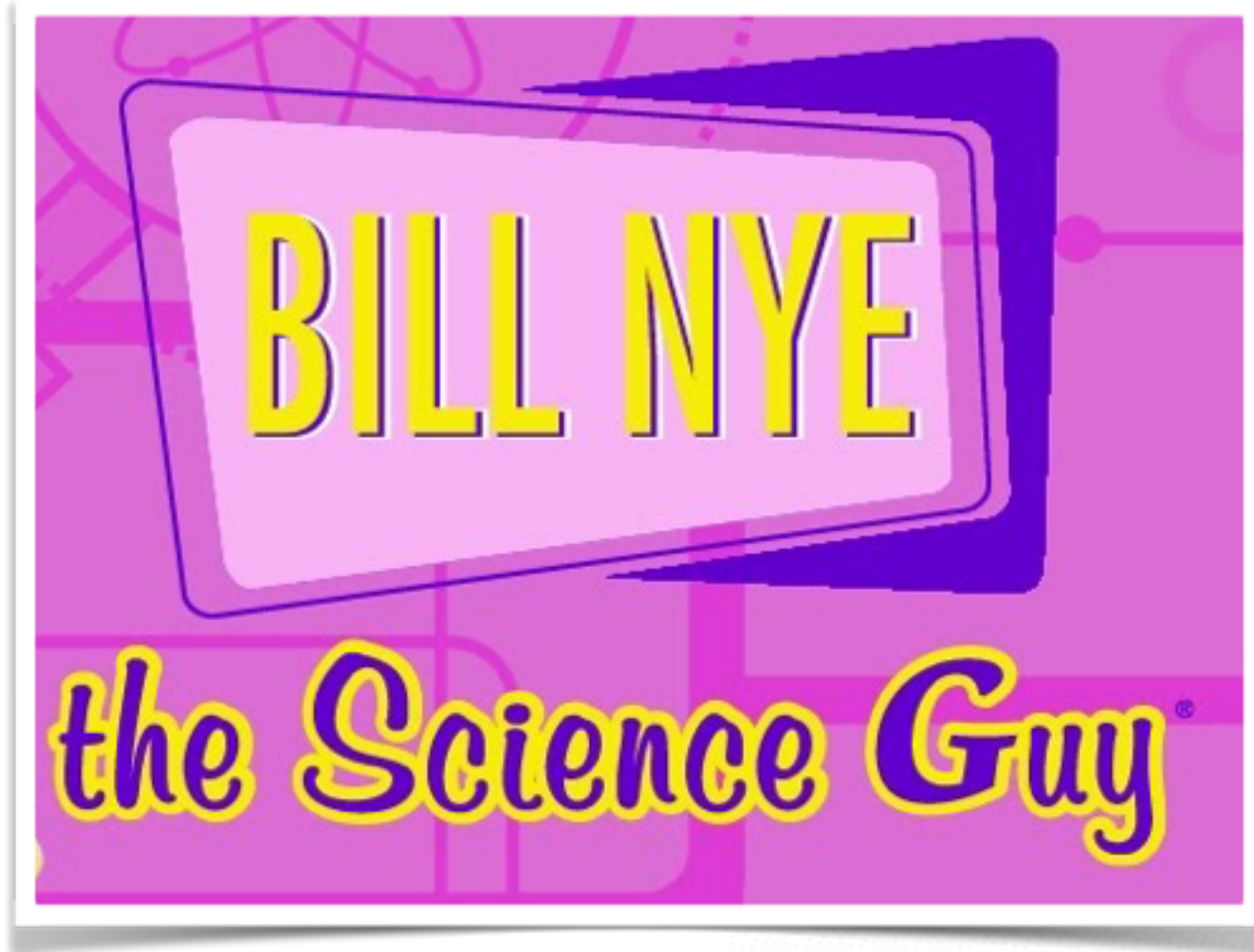
VIDEO CLIP

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

# “Not-That-Wild” Willy







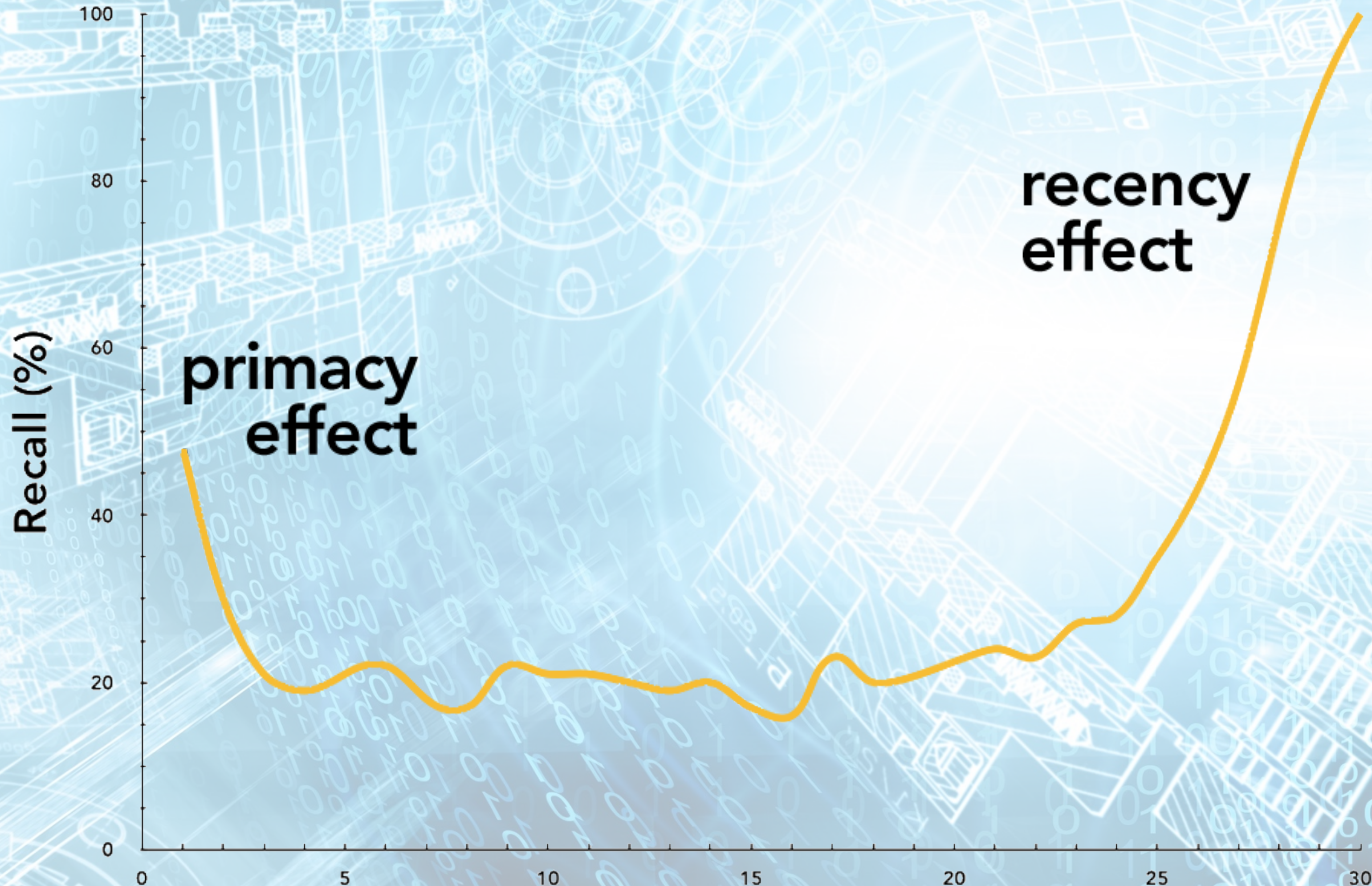
# **OPTIONAL MODULE:**

**“FINAL MOMENTS  
OF THE TRANSACTION”**

The background is a complex technical drawing or blueprint in white lines on a blue gradient. It features various geometric shapes, circles, and lines, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**LOYALTY TRIGGER:**

**The Final Moment  
of a Transaction**



**primacy effect**

**recency effect**

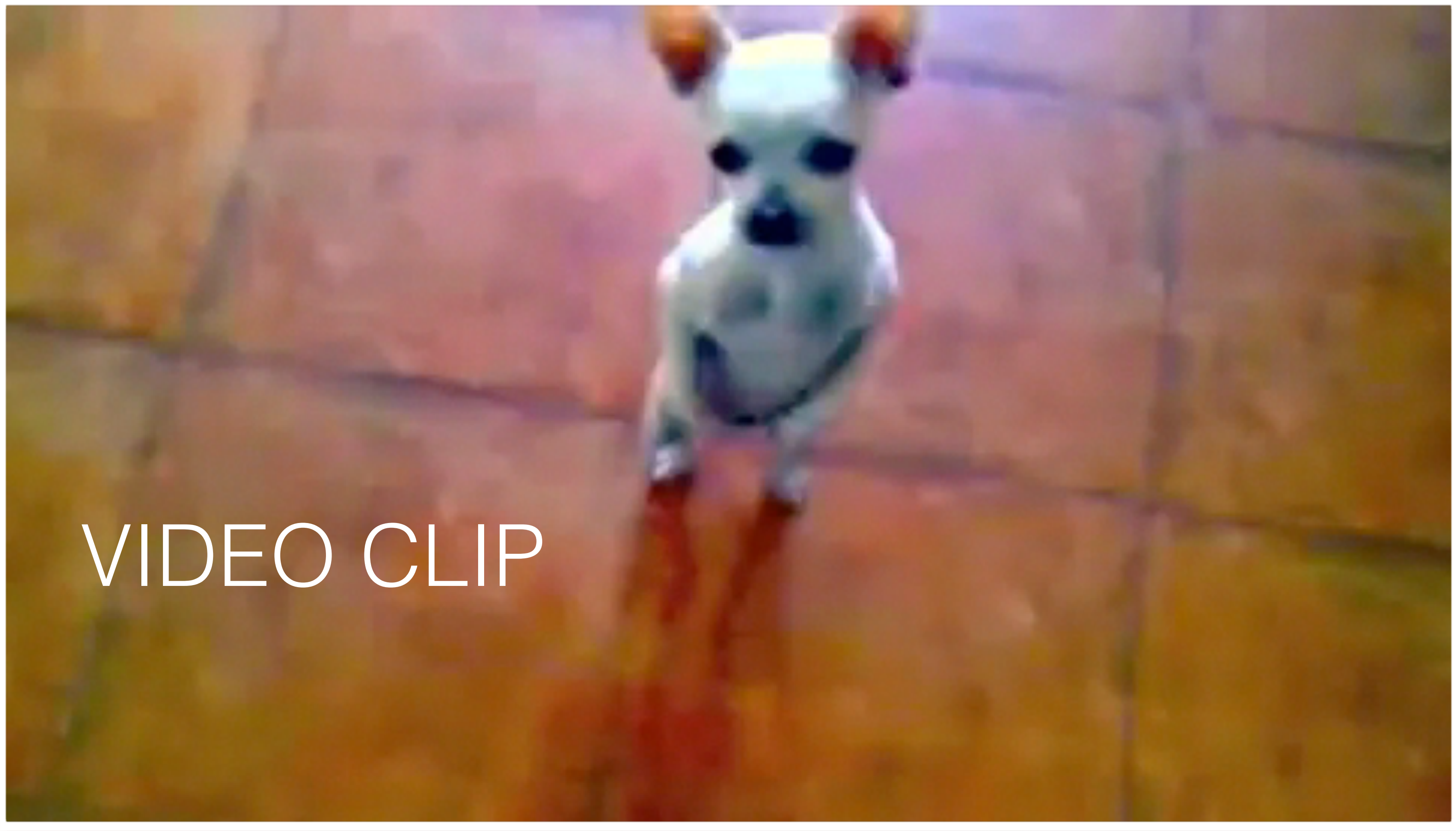
<http://www.adrianswinscoe.com/customer-relationships-and-the-primacy-and-recency-effect/>

**Serial Position**





The “Kicker Story”



VIDEO CLIP

Which is why  
we must be  
diligent re:  
Customer/  
Client  
Evaluations



If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name \_\_\_\_\_  
Street \_\_\_\_\_ Apt.# \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone # \_\_\_\_\_  
Email \_\_\_\_\_  
Dates of Stay: From \_\_\_\_\_ To \_\_\_\_\_  
Room No.: \_\_\_\_\_

**Please rate your satisfaction with each of the following:**

Overall satisfaction with this experience .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff greeting you by name .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff remembering you as a regular guest .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness of check-in .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving the room you expected.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability of the staff to anticipate your needs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the guest room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of the guest room furnishings.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the hotel.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of the hotel furnishings .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the food .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving a fond farewell when you checked out .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VERY SATISFIED  
SOMEWHAT SATISFIED  
NEUTRAL  
SOMEWHAT DISSATISFIED  
VERY DISSATISFIED

How likely are you to recommend this [redacted] to friends or associates..

If you travel back to the area, how likely are you to return to this [redacted]

VERY LIKELY  
SOMEWHAT LIKELY  
NEUTRAL  
SOMEWHAT UNLIKELY  
VERY UNLIKELY

Did you experience any problems during your stay?

Yes  No

If you reported any problems, how satisfied are you with the resolution.....

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

VERY SATISFIED  
SOMEWHAT SATISFIED  
NEUTRAL  
SOMEWHAT DISSATISFIED  
VERY DISSATISFIED

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hotel Code: 0037

6-6635C (06/04)

**Please rate your satisfaction  
with each of the following:**

Overall satisfaction with this  
experience .....

Receiving a warm and sincere  
greeting upon arrival .....

Staff greeting you by name .....

Staff remembering you as a  
regular guest .....

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED

Don't make people think too hard  
about YOU.



**THE CALLAHAN TRUCKING COMPANY  
NON-SURVEY**



Please check  the face that best describes how we treated you.



How did you feel after doing business with us?



**Allow People to Use  
THEIR OWN WORDS.**





SYLVAN  
LEARNING CENTER®

YOUR NAME kerry

HOW OLD ARE YOU? 5

WHO IS YOUR BEST FRIEND? sophie CAT

WHAT DOES YOUR BEST FRIEND SAY OR DO THAT YOU LIKE?

SHE PUTS HER  
BUTT IN THE AIR  
WHEN SHE WANTS  
A NEW BOY FRIEND

# 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

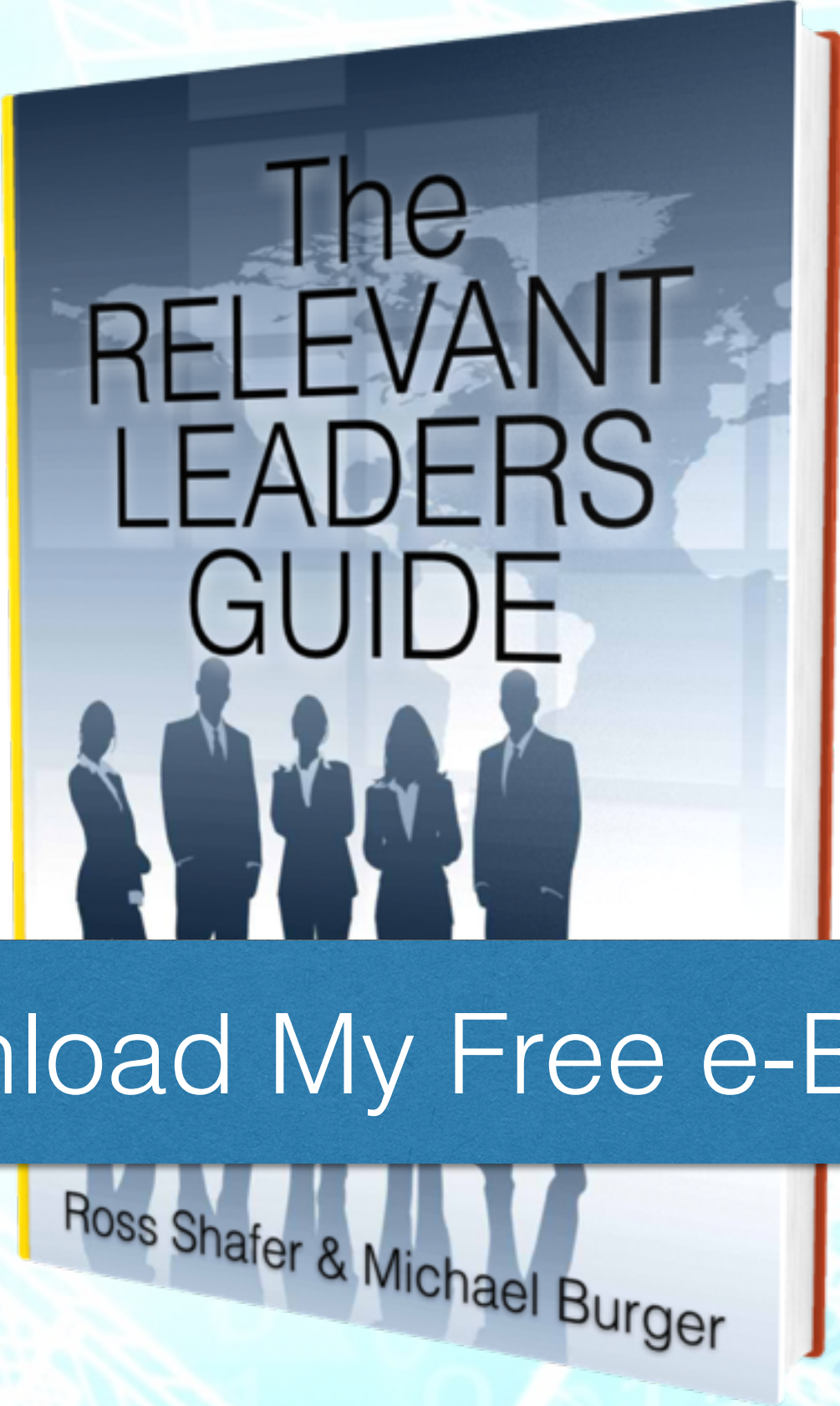
Relevant Leaders Club Download All

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](http://www.RossShafer.com)

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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The overall composition is dense and technical.

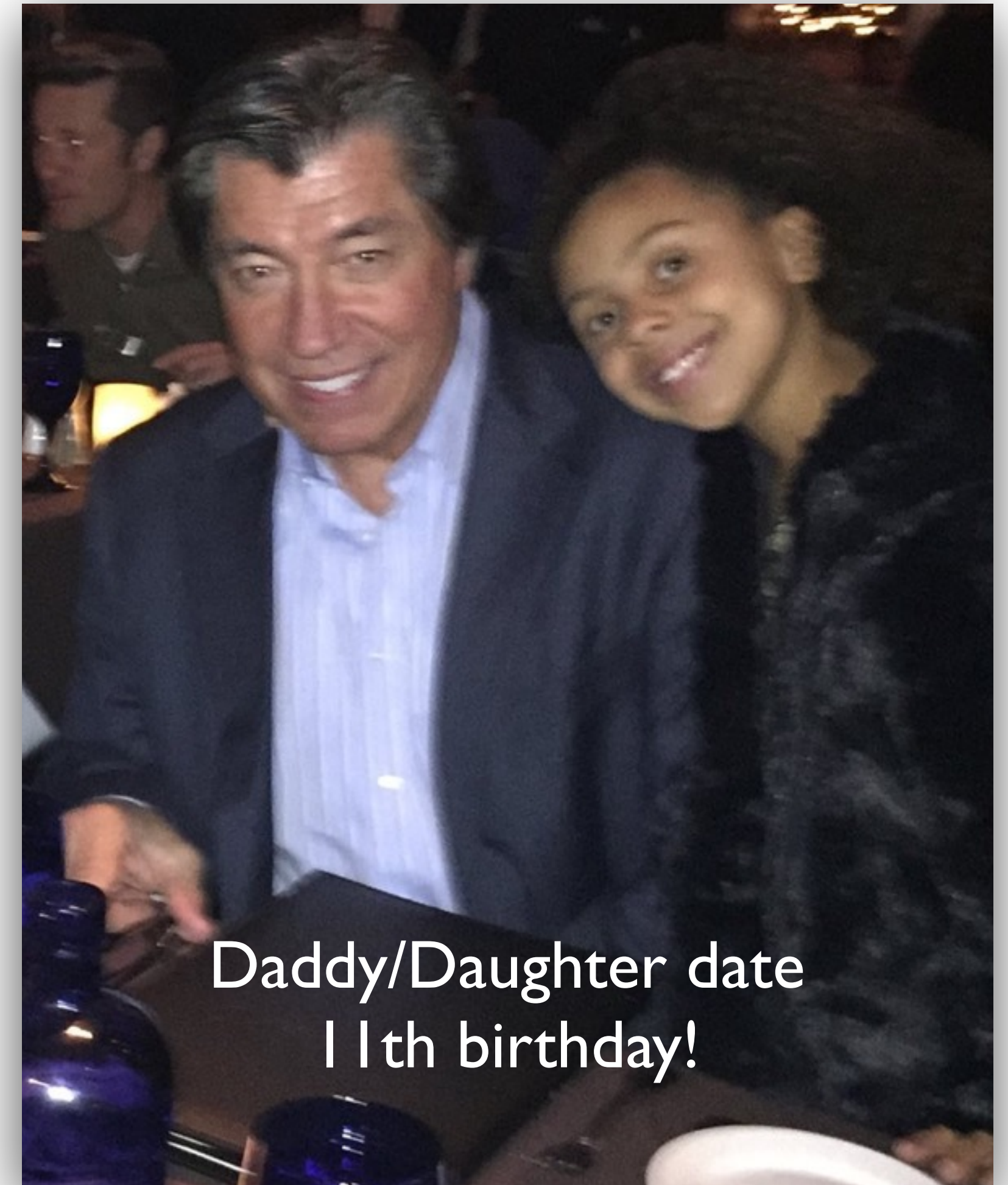
# CHARACTER



Chuck Shafer 1927-2001



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



Daddy/Daughter date  
11th birthday!

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 and engineering atmosphere.

# Ongoing Encouragement



VIDEO CLIP



Ross  
Shafer

**Questions?  
Comments?**

**I'll see you in  
the back**