

# **Cracking the Customer Loyalty Code**

**vs.  
The Disruptors**



**15-yr old**

**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001



# Follow the Tracks of the Herd

**See Opportunities**  
**Where None**  
**Existed**



Ross Shafer  
Age 22



# 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





**Technology is NOT  
the Only Way to  
Innovate w/ your  
Customers**



# Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

# CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM





LARAMAR

55,000 UNITS



**LOYALTY:**

**How Do Your  
Customers  
Experience  
YOU?**

**Don't Be  
Obsessed  
by the...**



**Eliminate the**



**Moments**

# 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.”**

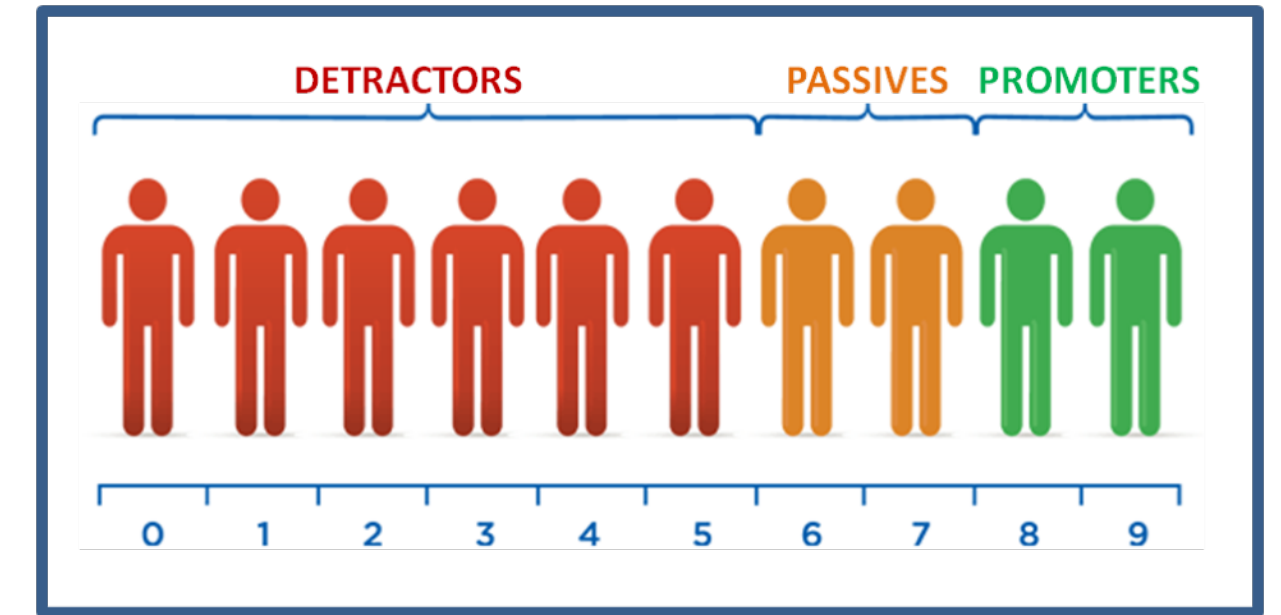
# CES (Customer Effort Scoring)



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



# NPS (Net Promoter Scores)



“...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.**”



**Raised Scores 21 points  
in 90 days**

**Westar Energy®**





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

**(5)**  **Moments**

**Won't Fix (1)**





# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

# **Customers Respond to Emotional Stories**

# LISTING DESCRIPTIONS

*Secluded Retreat*

*Peekaboo View*

*Bucolic*



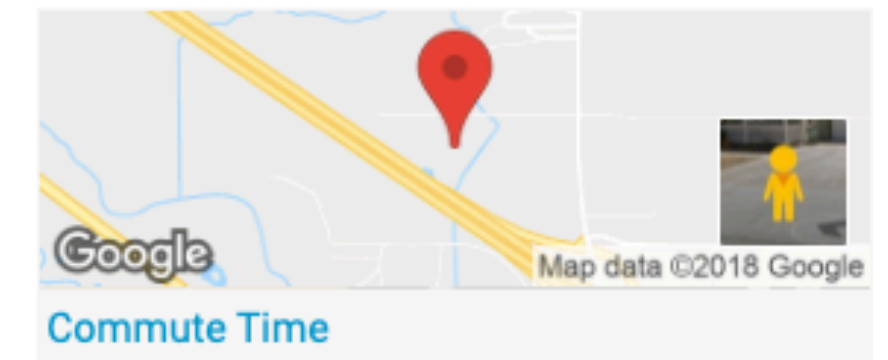
Chuck & Lois Shafer



**\$849,900** Est. Payment **\$2,349/mo**

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop

Did you find this useful?

Ask a question

Share this home

Open Houses

Property Details



**In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Ln. as their “retirement villa.” It was near everything they loved. The 1,620 sq. ft home is within minutes of the Ashland Golf Club, the Shakespearian theaters, and the Ashland airport; where Chuck’s Citabria aerobatic plane was only four minutes from home.**

**Lois was crazy about golf and gardening. Each year, their neighbors lined up for their share of the sweet corn and strawberries Lois pulled from the 1/4 acre irrigated garden.**

**Chuck not only loved his planes but he treasured his fishing boat and his Gold Wing motorcycle. So, in addition to their two car garage, he built a 1,000 square foot matching shop. Of course, the shop had room for three big recliners and full electrical so Chuck and his buddies could microwave *Hot Pocket Pizzas*.**

**These days, Chuck undoubtedly tells his hilarious ‘fish-that-got-away stories’ in Heaven; while Lois recently celebrated her 92nd birthday (with 74 friends) at a beautiful retirement community just two miles away.**

**Are you ready to create your own indelible-memory-life here, too?**



# GRAND HYATT







# Sheraton


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*Sink into*  
**plendor.**

Submerge yourself in comfort. The Sweet Sleeper Bed™ with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit [sheraton.com](http://sheraton.com) for Best Rates, Guaranteed.

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 **Sheraton**  
HOTELS & RESORTS

# Revive Collection

BECAUSE A GOOD MORNING  
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



The background features a light blue color with a complex pattern of white technical drawings, including various mechanical parts, gears, and circuit-like structures. Overlaid on these drawings is a semi-transparent grid of binary code (0s and 1s) in a slightly darker blue shade.

**Disruptors**  
**Cannot Sustain**  
**RELATIONSHIPS**  
**Like YOU**



*Be Personally & Professionally CURIOUS*









**YOU are Better  
than Disruptors  
at Motivating  
Younger Team  
Members**

**“73% of  
managers  
are discouraged  
by the  
communication  
skills of  
college-age  
students.”**





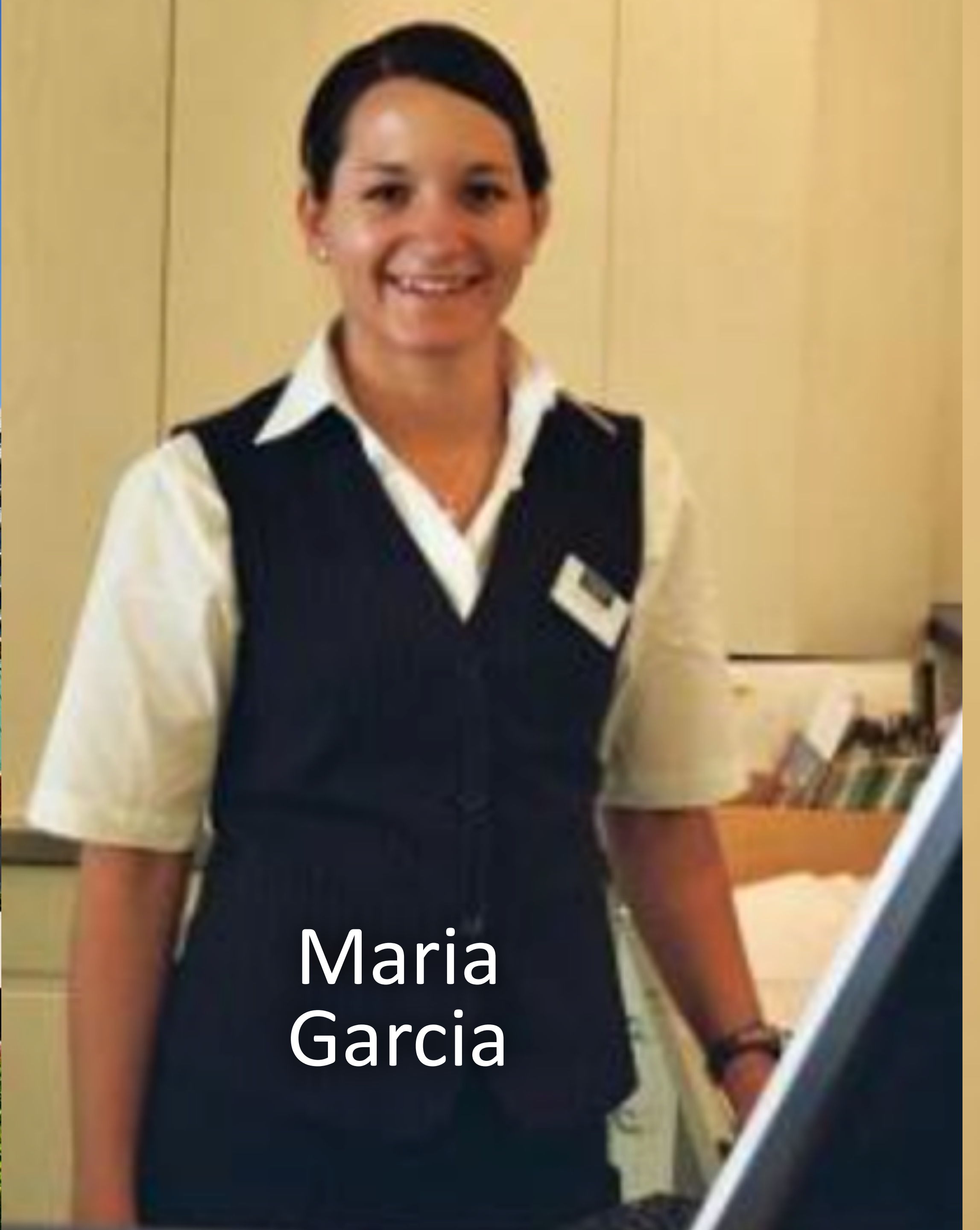
# “QUICK WINS” are Motivating

Leveling Up

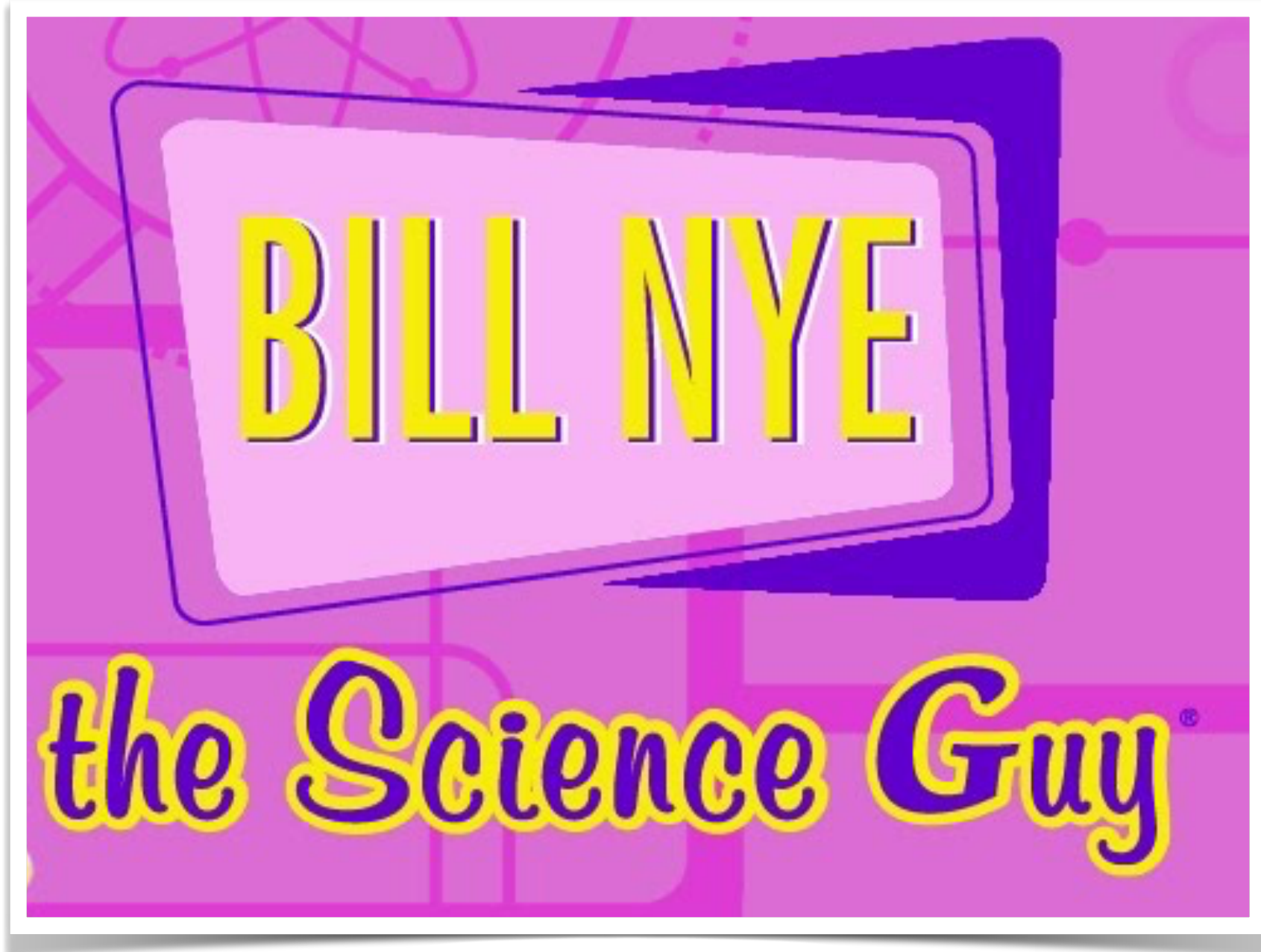


The background is a light blue technical drawing or blueprint, featuring various geometric shapes, lines, and circles. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or technological atmosphere.

**Disruptors Cannot  
ELEVATE Superstars  
Like YOU**



Maria  
Garcia







# FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

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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...

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Download Free e-Books

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

The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are numerous instances of binary code (0s and 1s) in a light blue color, some appearing as if they are floating or moving across the scene. The overall aesthetic is that of a digital or technical environment.

**Loyalty Happens**  
**in the**  
**FINAL MOMENT**

The Teacher asks us to recall (6) numbers in 30 seconds:

4, 27, 40, 61, 14, & 75

RECENCY

100% of us remember the LAST number

PRIMACY

1/2 half of us remember the FIRST number

60

40

20

0

05

10

25

20

25

30





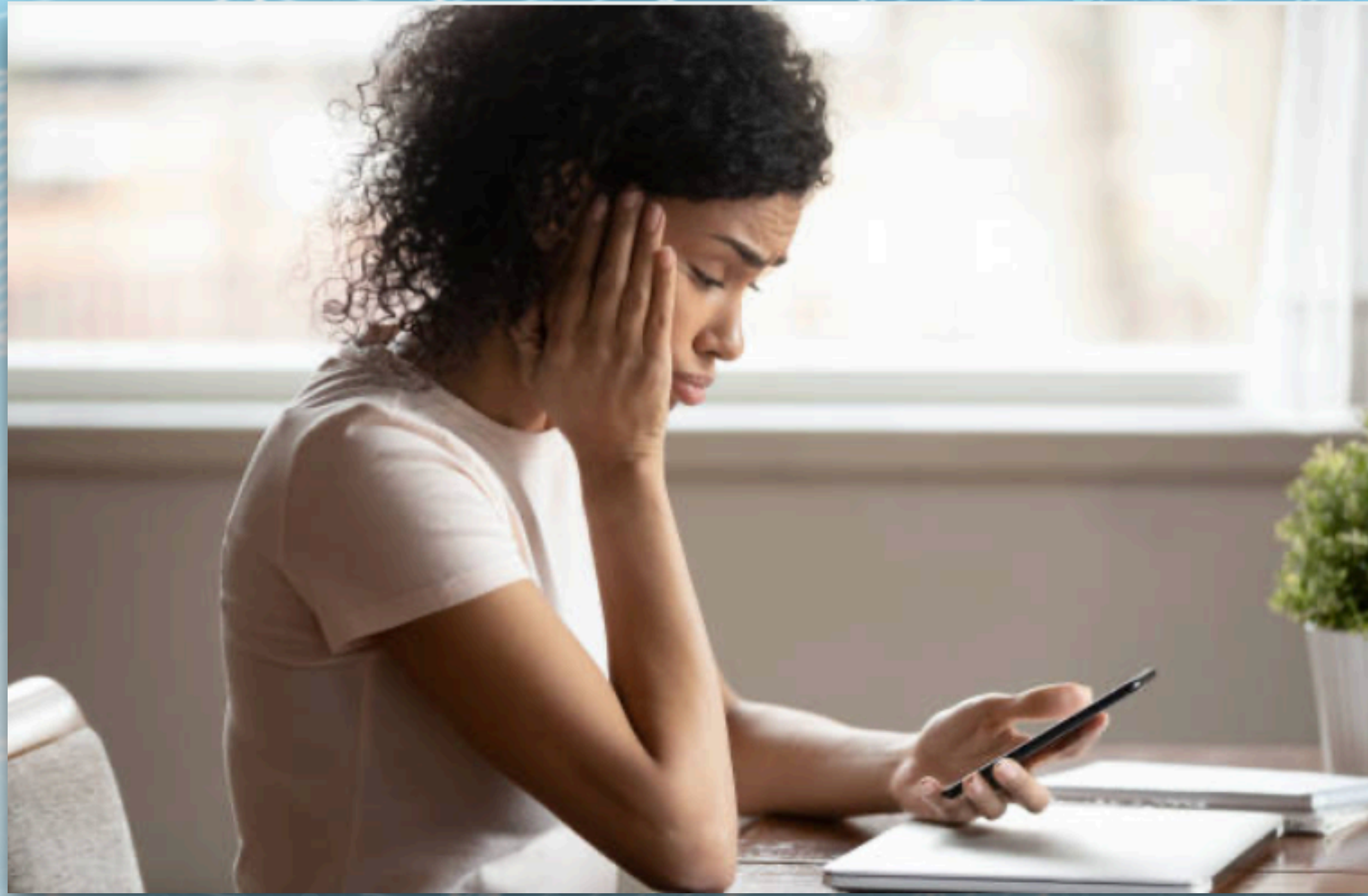
# WORLD NEWS TONIGHT

WITH  
**DAVID MUIR**

The "Kicker Story"







**MOST CUSTOMER  
EVALUATIONS  
ARE USELESS**

**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

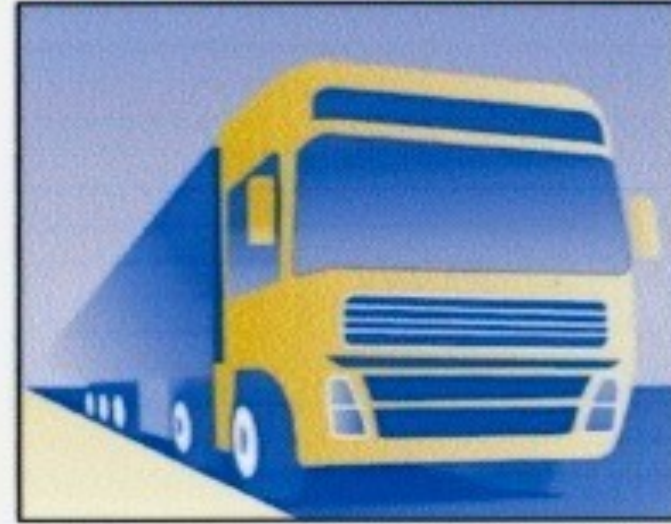




**Don't Make  
People  
Think Too  
Hard  
About  
YOUR  
Performance**

# 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?





**ENCOURAGE  
OTHERS TO  
PUSH THEIR  
LIMITS**





**THANK YOU**

**(Now, lets go to the Aquarium!)**