

**Want to
CONTACT ROSS?**

Sandy Shaw

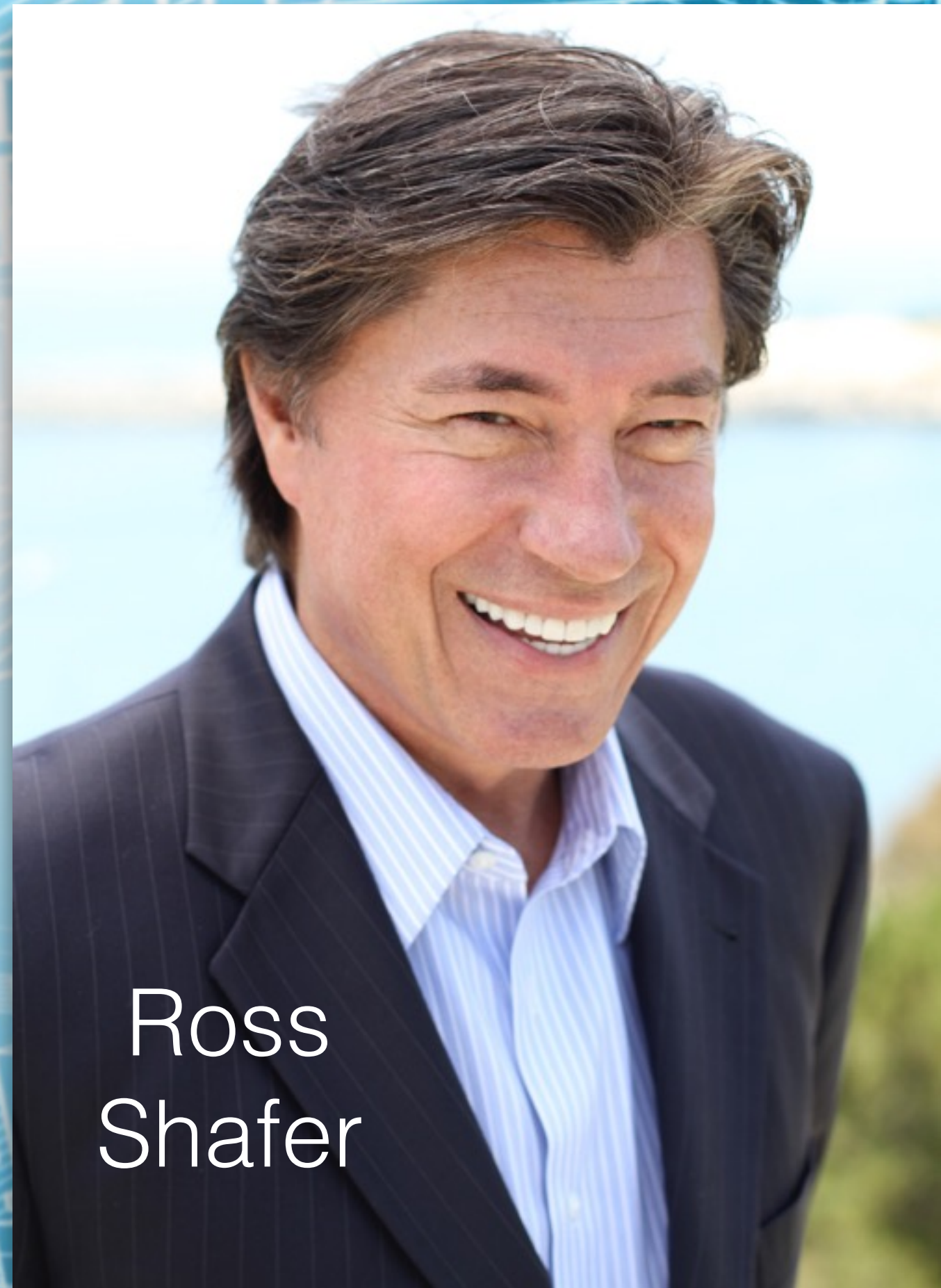
Sandy@conventionconnection.net

310-850-8353

ROSS SHAFER

Why Care About Putting Customers First?

(...so You can Future-Proof
Your Organization)



Ross
Shafer

Restaurants/Food Service



Retail Clothing



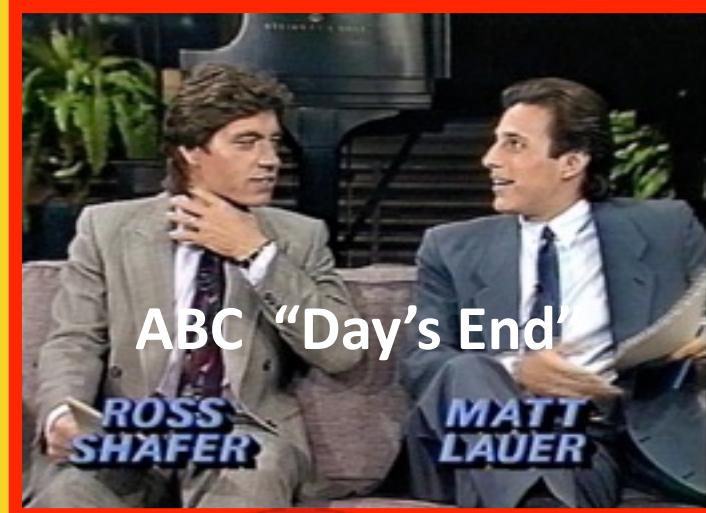
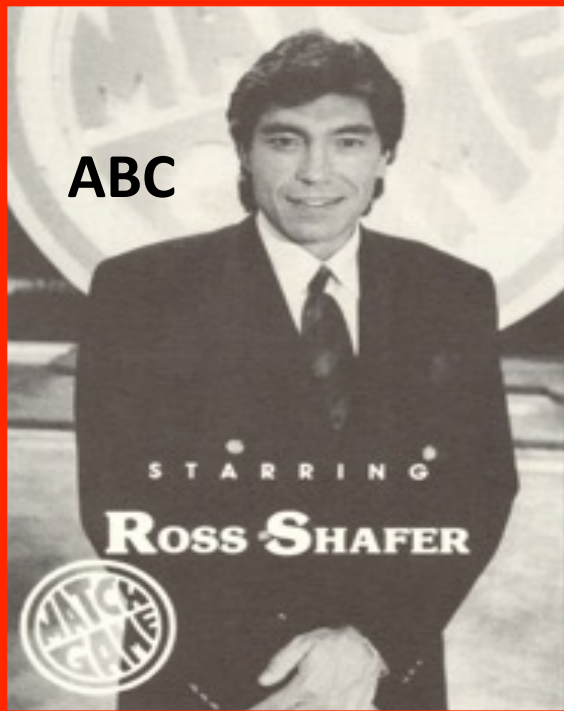
TV & Film Production



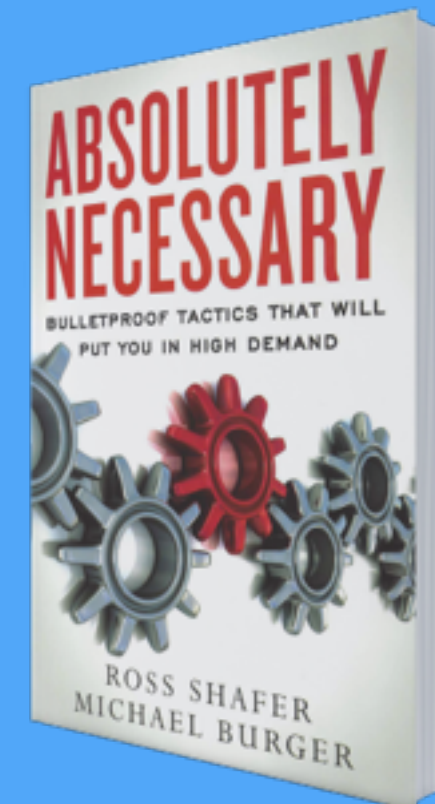
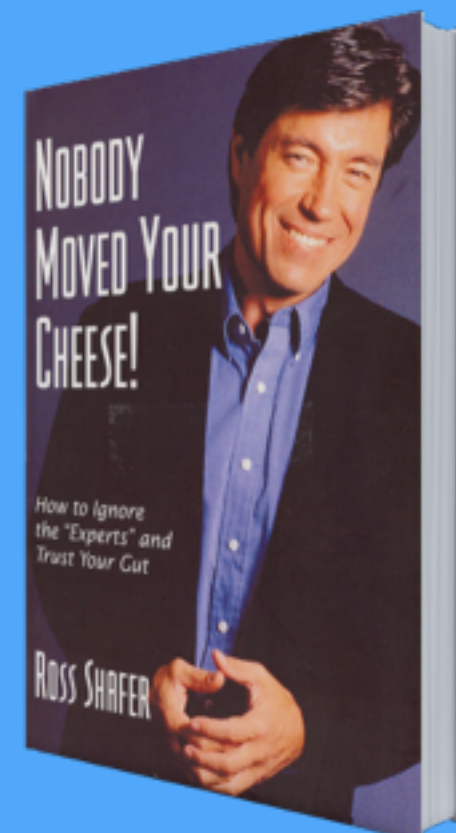
Building Industry



Manufacturing



2



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 or data-driven aesthetic. The text is centered horizontally and has a slight glow effect.

What I'm Not...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



**Follow
the
Tracks
of the
Herd**

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





**Good Data
Doesn't Lie**

BAD SERVICE COSTS BILLIONS

“In 2017, poor service cost companies \$62 billion dollars. Why?”

- Broken promises**
- Customers felt unappreciated**
- Unhelpful/rude staff**
- Being redirected to multiple agents**
- Not able to get answers in-person or by phone**

GOOD “Quantifiable” NEWS

“... for every one-point increase in customer satisfaction, operating cash flows increased by \$1.01 the following year. For a company with \$54 billion of assets, a one-point increase in customer satisfaction translates into incremental future cash flows of \$55 million.”

https://www.cisco.com/c/dam/en_us/about/ac79/docs/re/Value-of-Customer-Satisfaction.pdf

Customer Satisfaction, Cash Flow, and Shareholder Value,” *Journal of Marketing*

COOK-LIKE- A-STUD

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

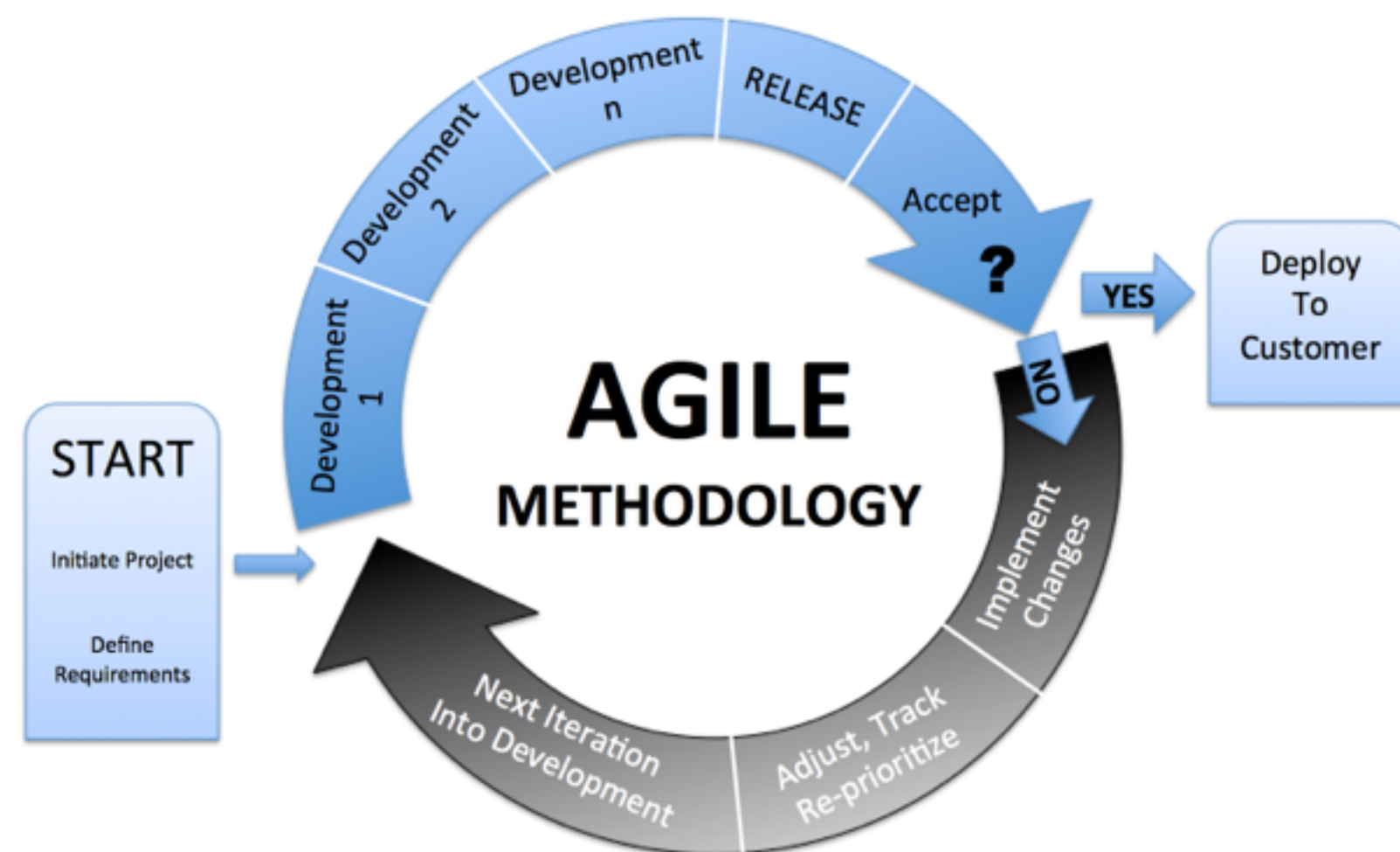
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



The background features a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes, overlaid on a blue gradient. Faint binary code (0s and 1s) is scattered throughout the scene, particularly in the lower right quadrant.

**Tomorrow's
Companies
Must be Urgent
& Friction-Free**



UBER

lyft

MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

The image shows a blurred background of a grocery store aisle. In the center, the text "amazon go" is overlaid in white. The word "amazon" is in a lowercase, sans-serif font, and the word "go" is in a similar font but slightly larger. A white arrow, characteristic of the Amazon logo, curves from the bottom of the letter 'a' in "amazon" under "go". In the background, a person wearing an orange shirt is visible, likely a worker, standing in the aisle. The shelves are filled with various products, but they are out of focus.

amazon go



www.dhl.de

BN PG 3071

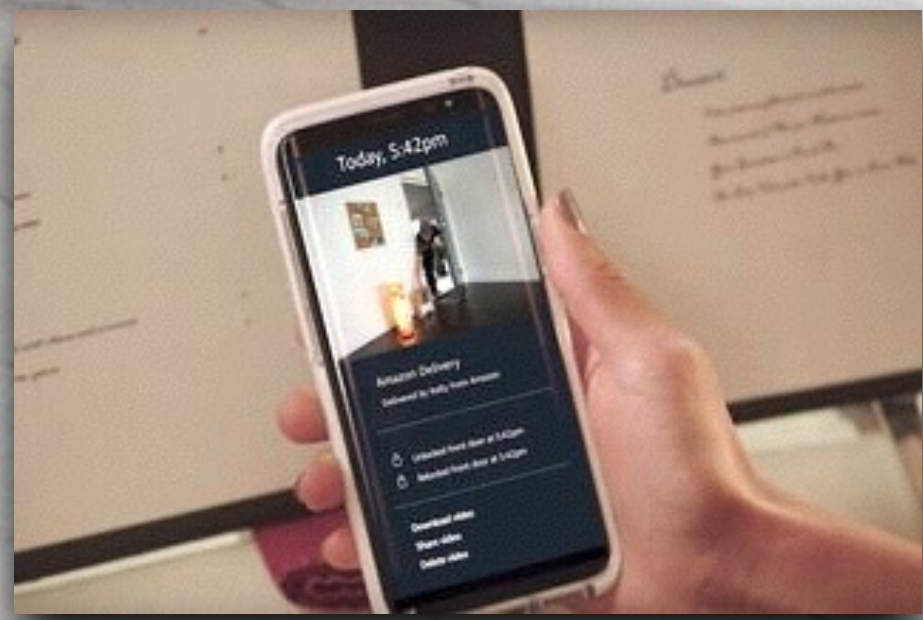
amazon.de

amazon.de

amazon

amazon.com

KEY-IN-CAR



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



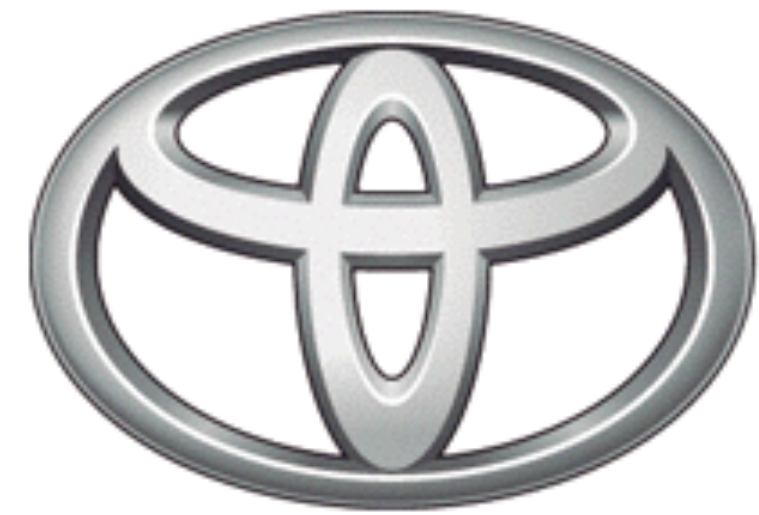
whatever • wherever

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.



TOYOTA

FINANCIAL SERVICES

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

CUSTOMERS HAVE LONG MEMORIES

“A major delivery was late...5 years ago?”

“I avoid using Valmont whenever I can. Our most difficult supplier.”

“Valmont doesn’t understand the EPC business.”

Delays should not have an, “I’ll get back to you response.”

“Valmont has NEVER delivered on time for me.”

CSAT (Customer SATisfaction)



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

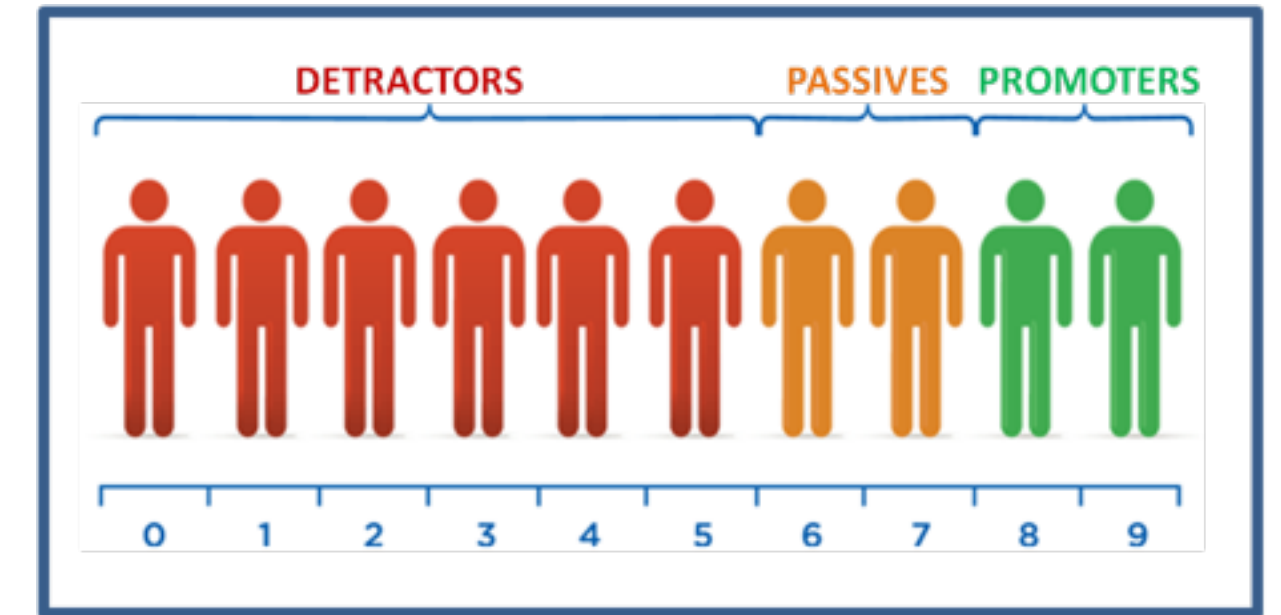
The bigger risk to loyalty is when you fail or disappoint them.”

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)



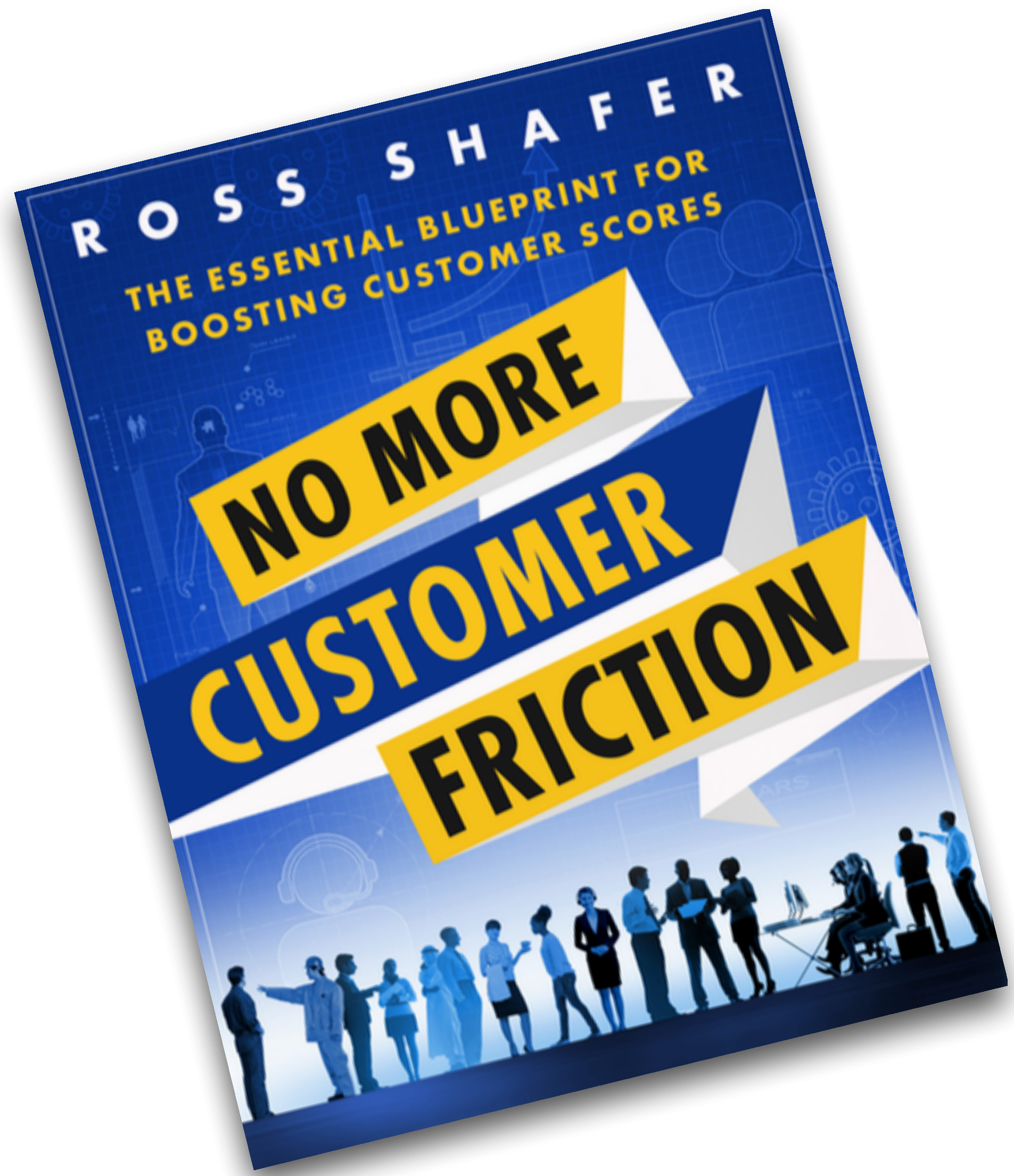
“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



erases



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



The System in Practice

comcast[®]
xfinity[™]



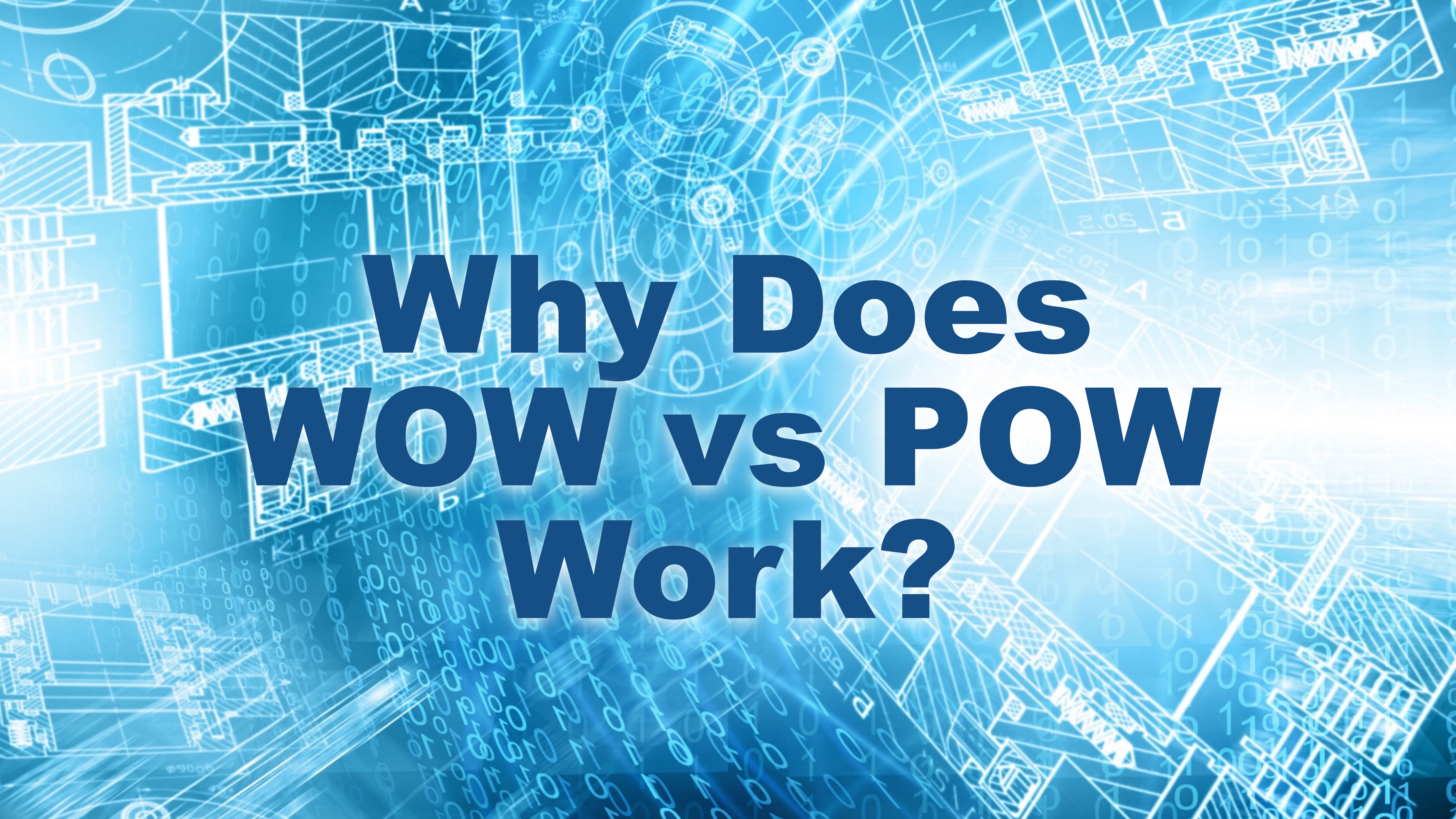
**10 yrs ago, on the verge of bankruptcy,
customers complained
“the toys take long to assemble.”**





Westar Energy®



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 engineering aesthetic.

Why Does WOW vs POW Work?



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

“EXCUSE ME...?!”



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

**Notice Customer
Solutions that
Your Competitors
Ignore**

Hotel Events

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

Events for May 1, 2018

GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
MAYTHEON 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](#)





The “Empty Bag” Issue





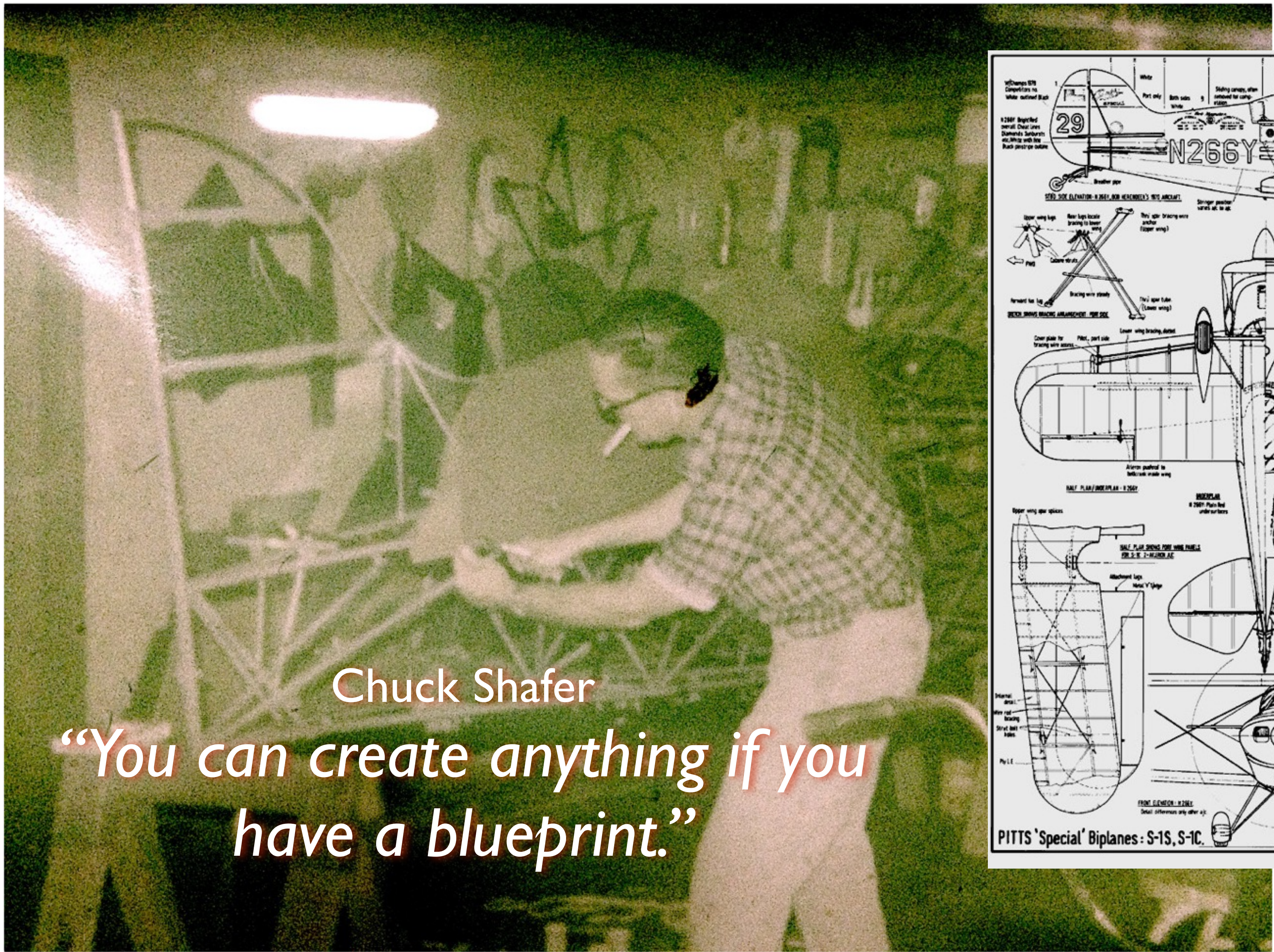
LARAMAR

55,000 UNITS



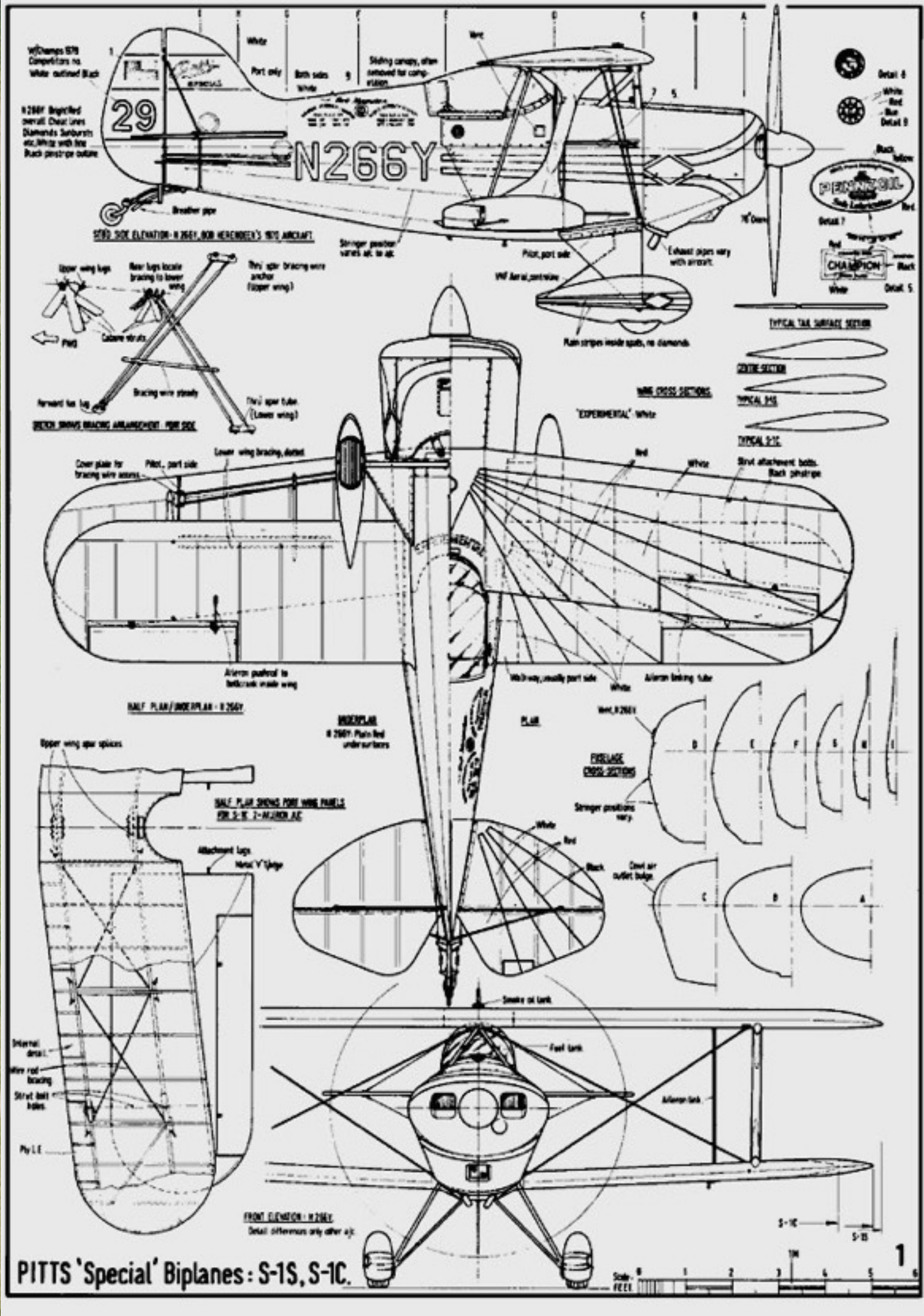
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**Change Your
Culture with
Fearlessness**



Chuck Shafer

“You can create anything if you have a blueprint.”





Maiden flight - May 1971

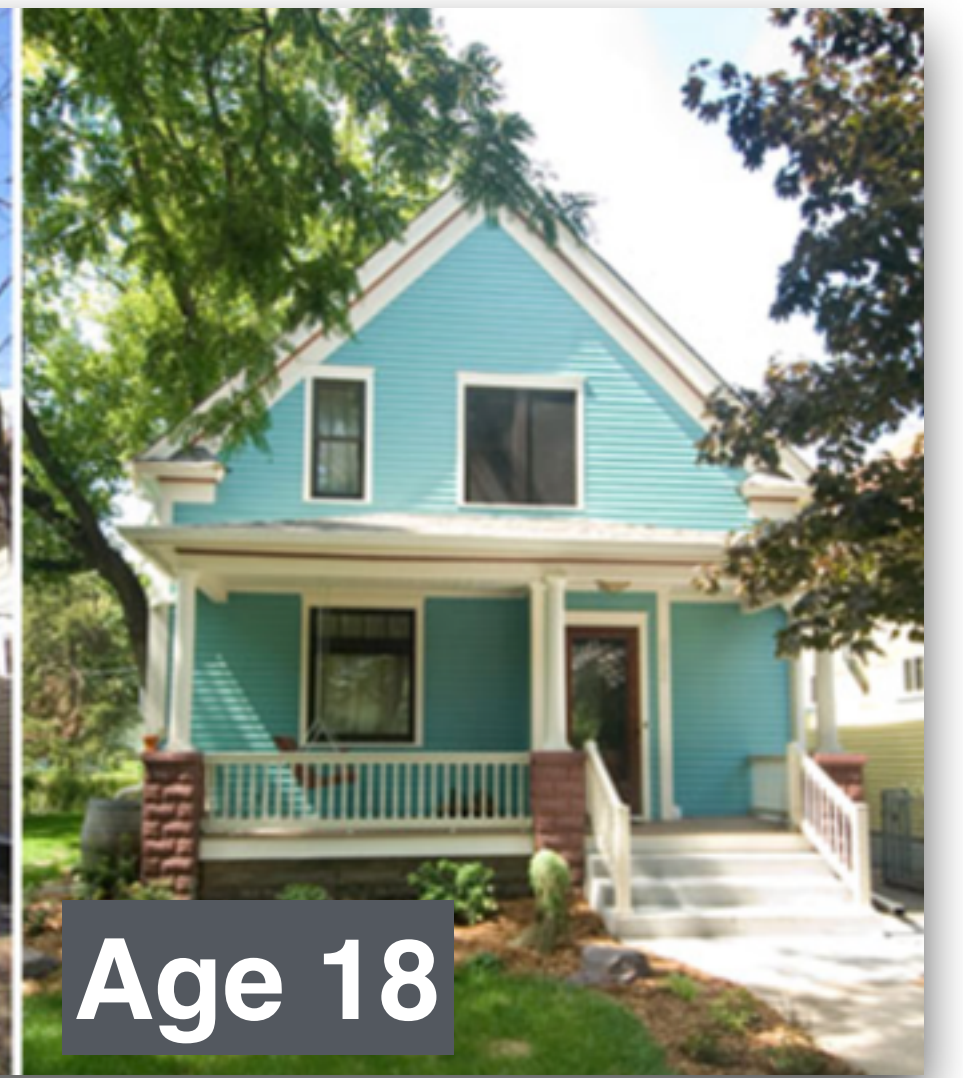


**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER

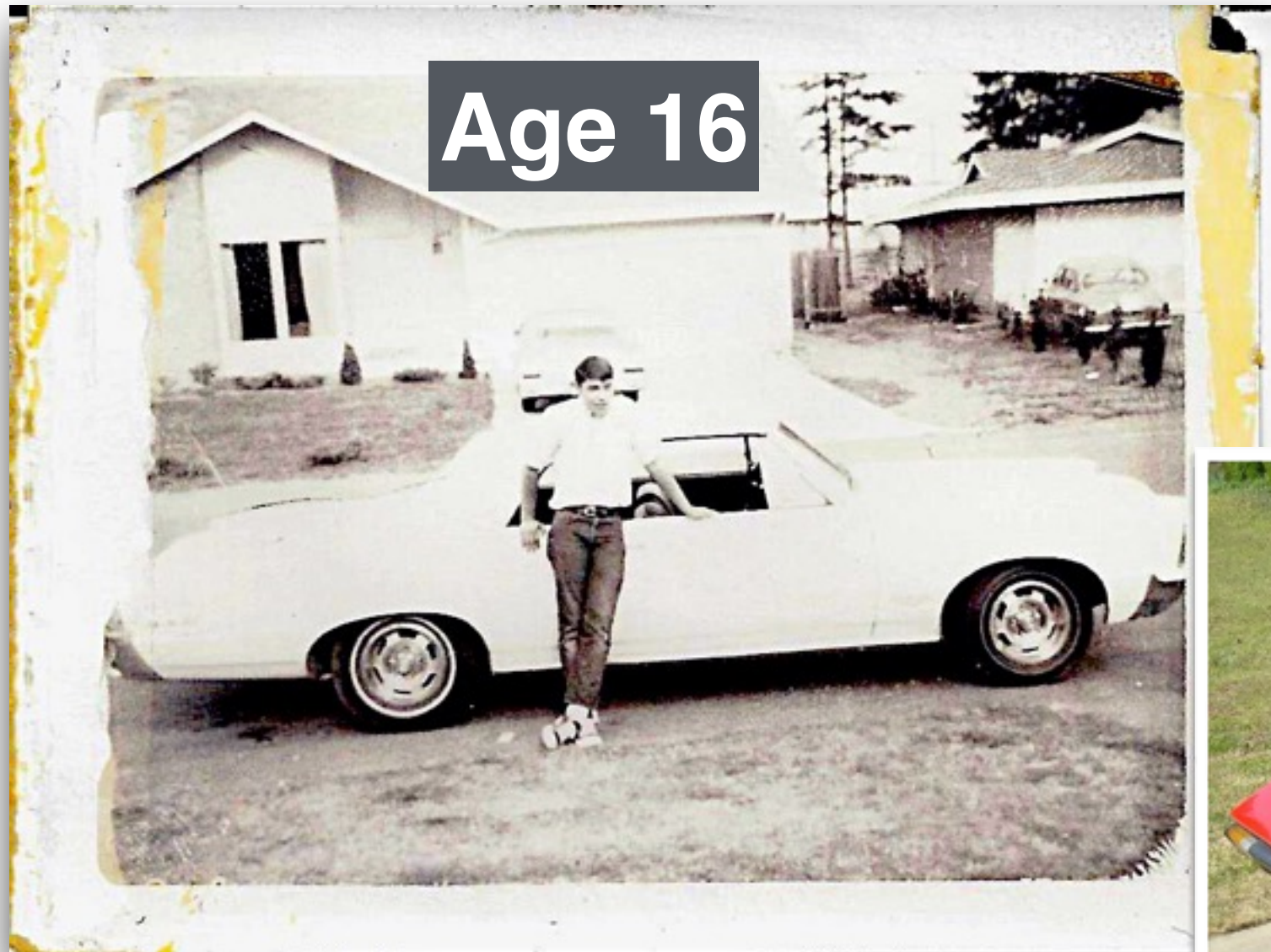


Age 13



Age 18

Age 16







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

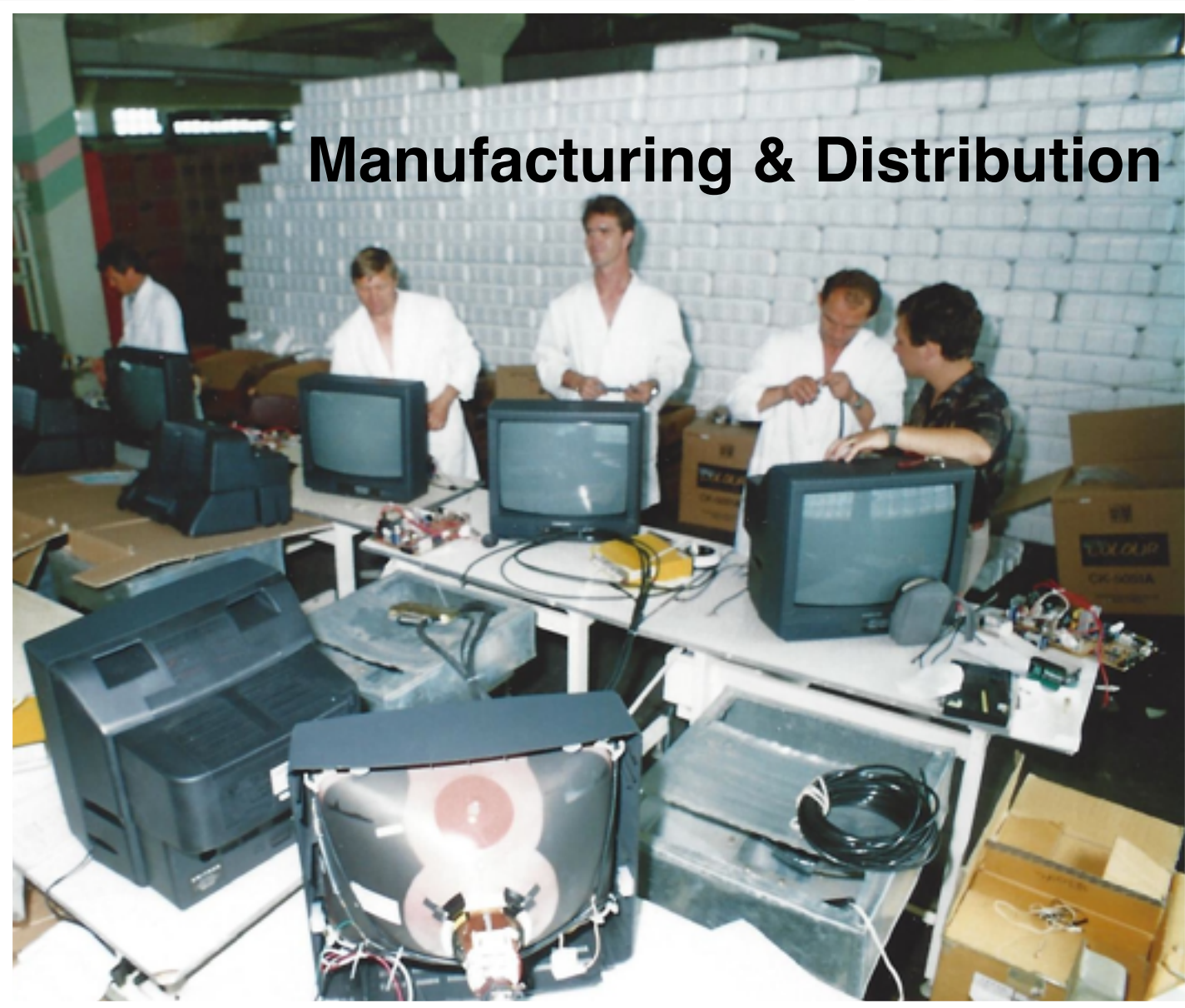
Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production



The 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 or engineering aesthetic.

**The Unexpected
Obstacle is
Probably YOU**



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 and engineering aesthetic.

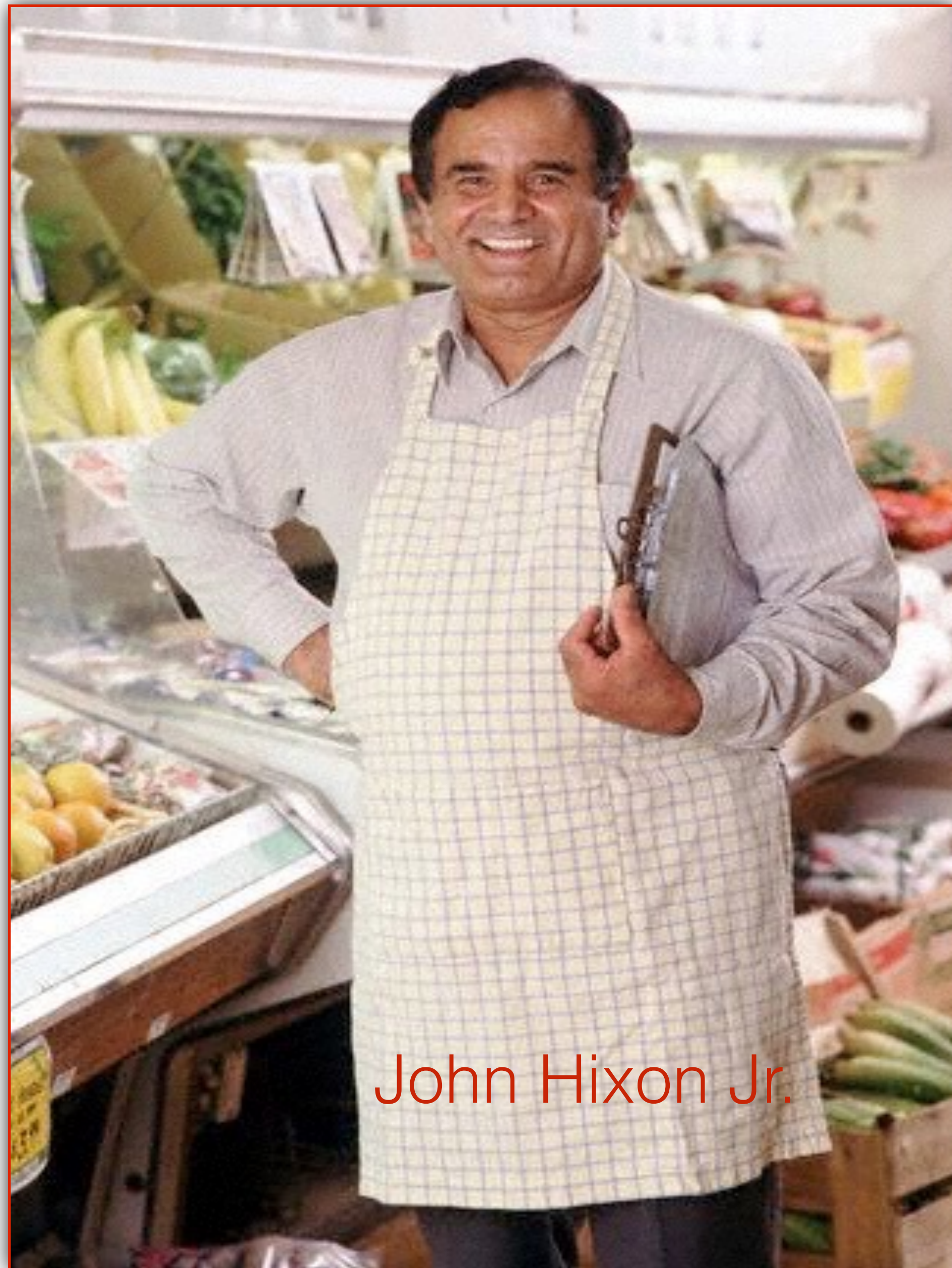
**Curiosity is
Your Competitive
Advantage**

Maria Garcia



Hixon's Market

Sweetwater, TX.



John Hixon Jr.



Curiosity is Your Differentiator





Facebook interface showing a user profile for Ross Shafer and a post by Nancy Vogl. The post asks "Is anyone else having problems posting on FB today?" and includes comments from Aileen Bennett and Kathleen Hassan.

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



**Customer First
is a Discipline.
It's a Blueprint.**

1,127 Free Throws in a Row



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, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

Know How to Attract Young Team Members

Millennials Will be 40yrs old in 2 years!



DON'T

MENTOR THEM

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom



FUN



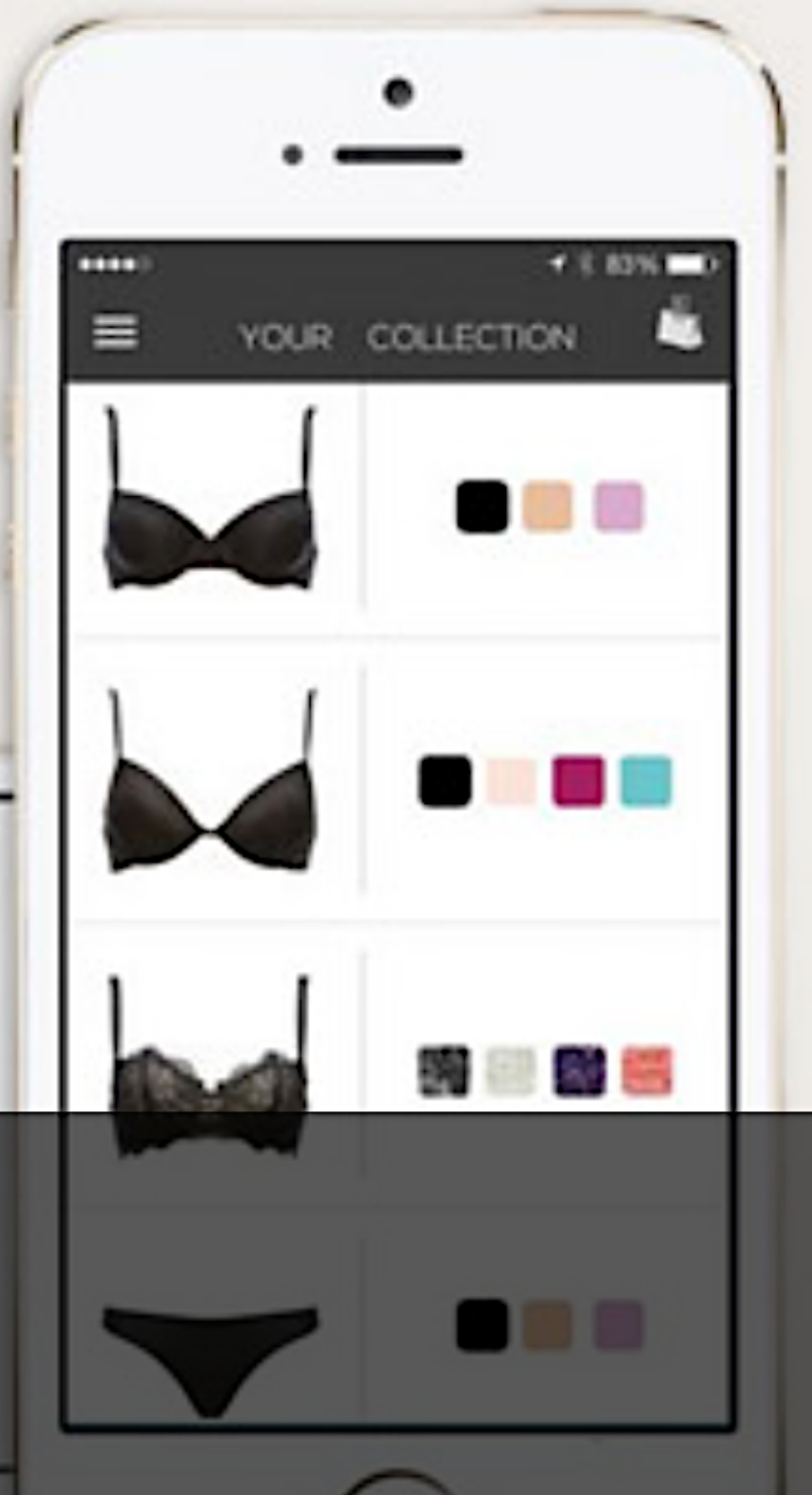
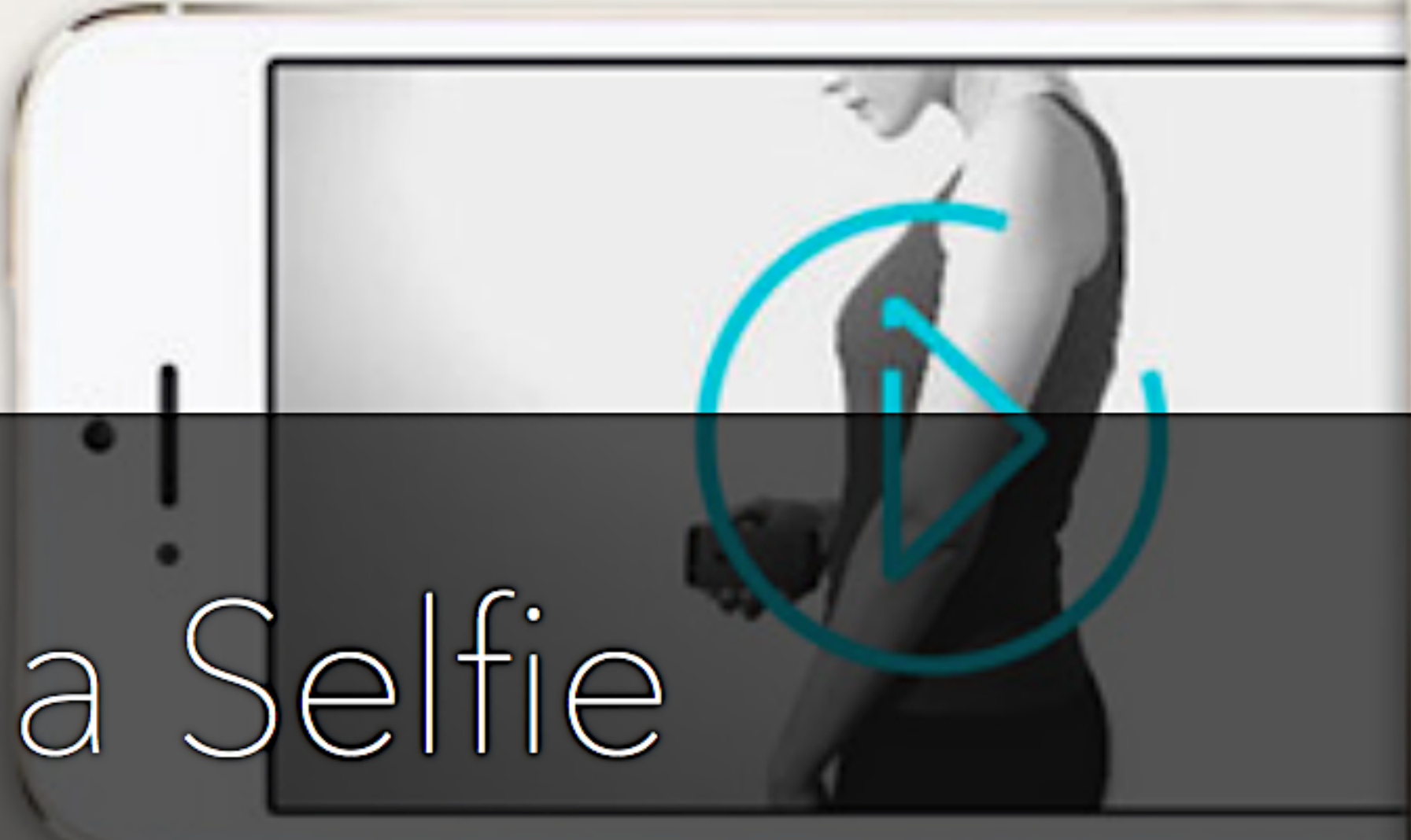
“We don’t sell motorcycles. Instead, we sell...”





 **THIRDLOVE**

Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



Bra Shopping via Selfie

**She'll tell you
size doesn't matter.
She's lying.**



Super Star[®] with cheese



It's gonna get messy.



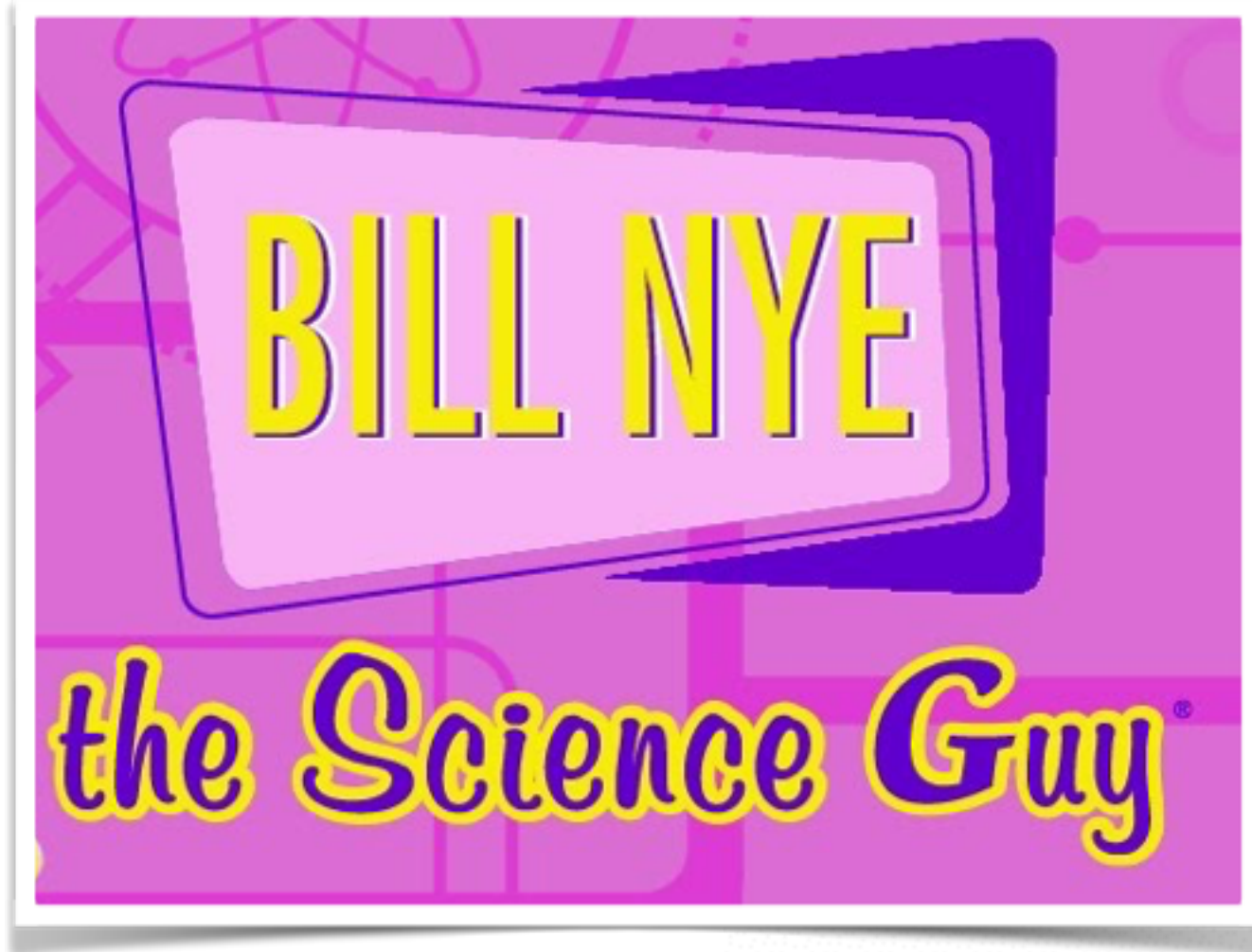
**EAT
LIKE
YOU
MEAN
IT[®]**



THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

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 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

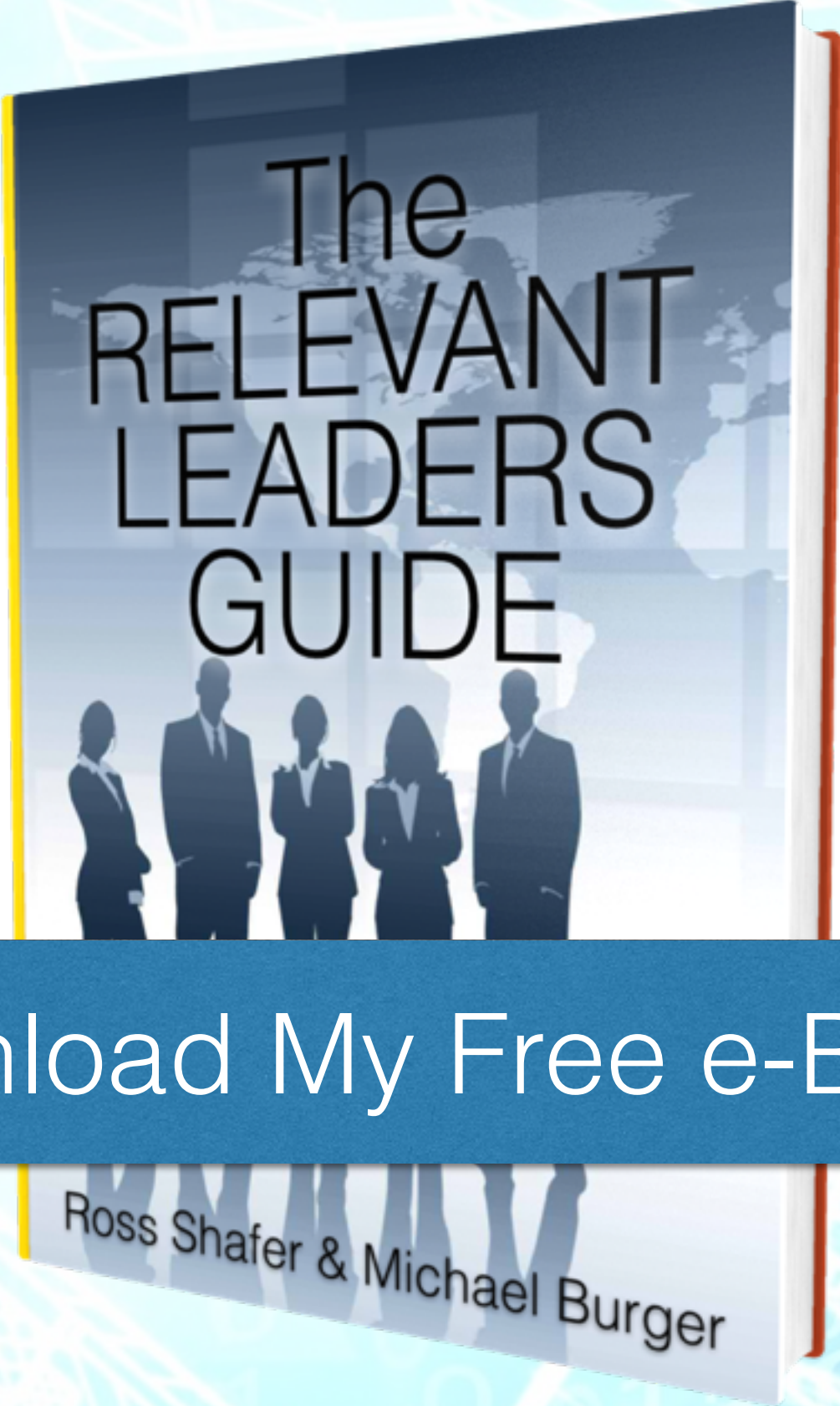
Relevant Leaders Club Download All

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 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 aesthetic.

Promote Ongoing Encouragement





Ross
Shafer

Customer Service Review

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the image, suggesting a digital or data-related theme.

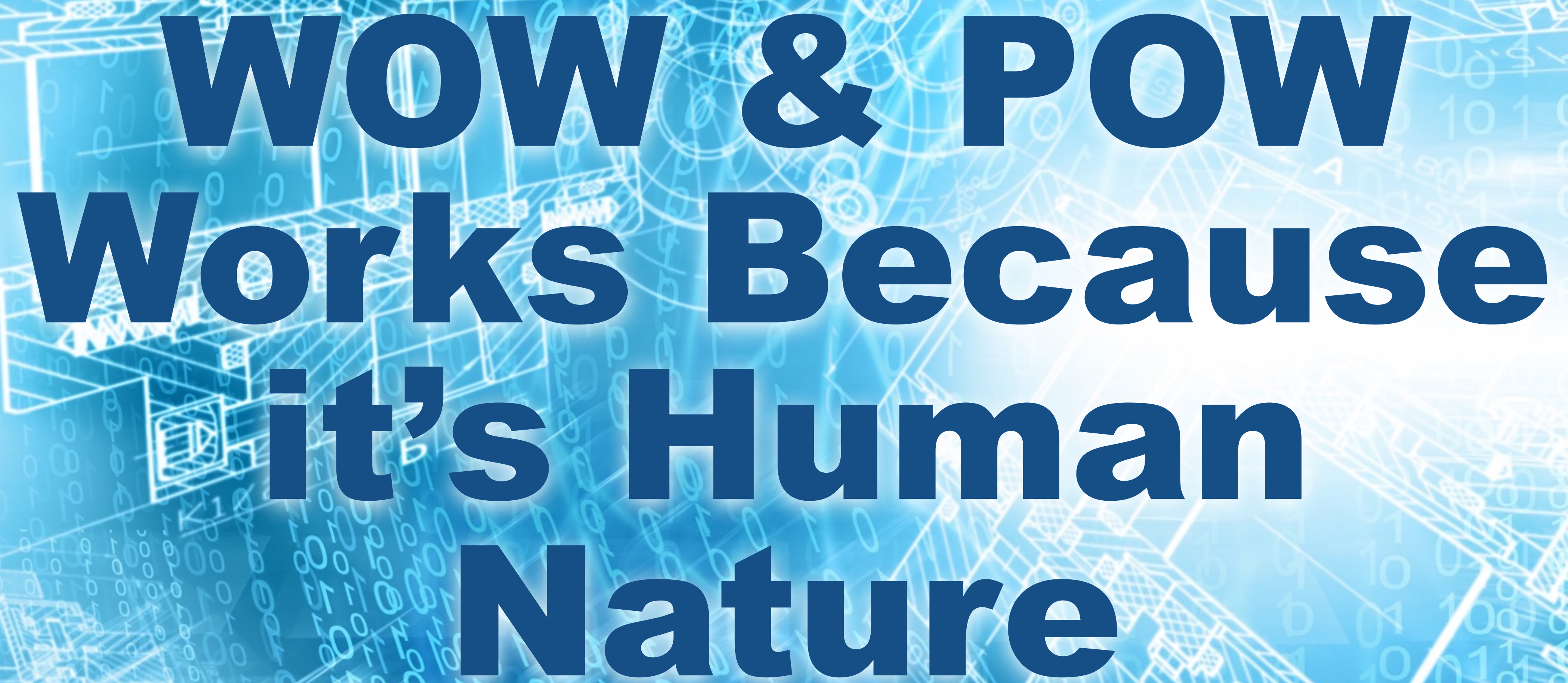
**Customers
Forgive Missteps
...IF YOU CAN
COMMUNICATE**



**Tomorrow's
Companies
Must be Urgent &
Friction-Free**

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 or data-driven aesthetic.

**Notice Customer
Solutions that
Others Ignore**

The background is a vibrant blue gradient. It is filled with intricate white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital activity and complexity.

WOW & POW
Works Because
it's Human
Nature

**CUSTOMER
FIRST is a...**

**Discipline &
a Blueprint**

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.

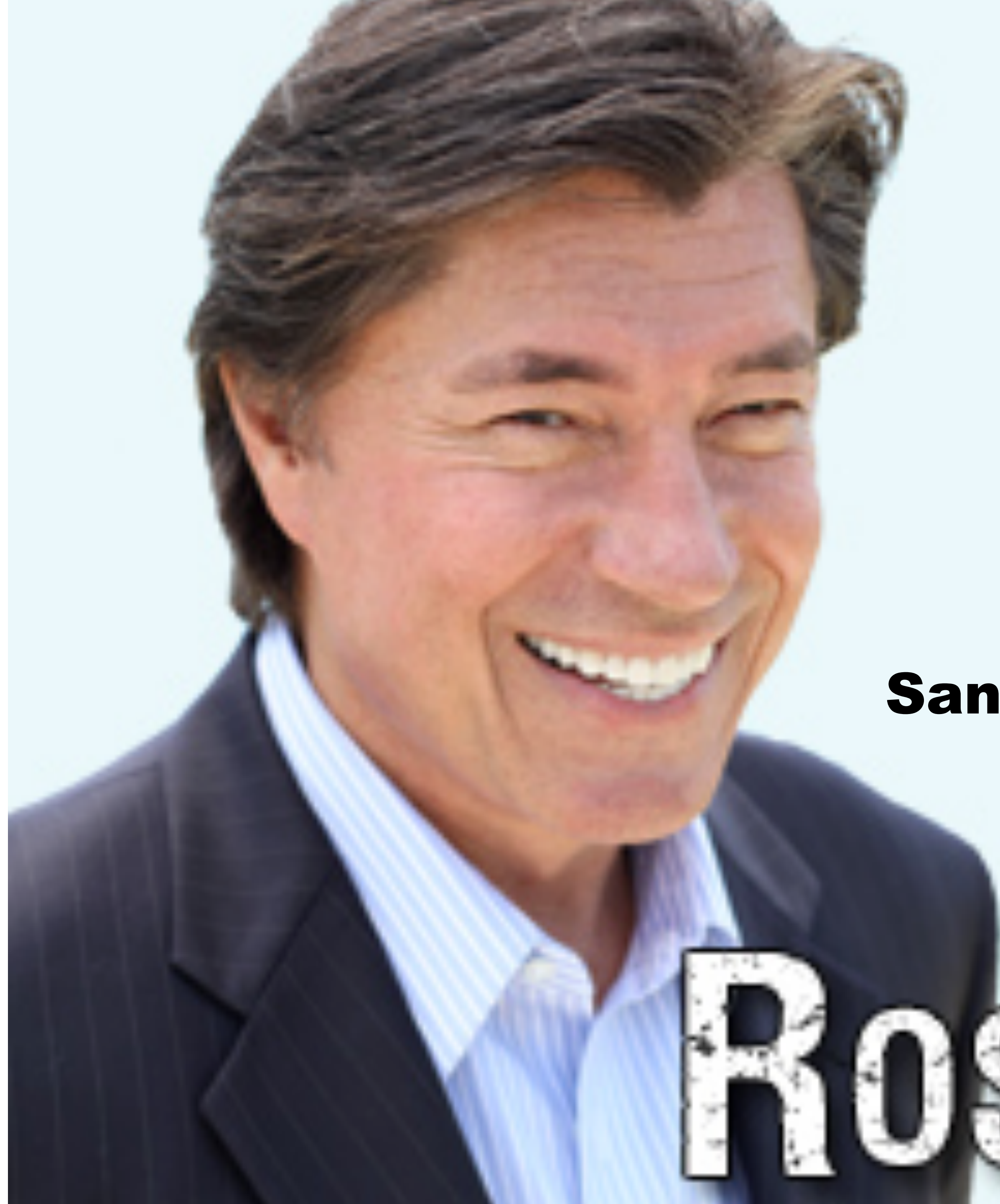
**Curiosity is
Your Competitive
Advantage**

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.

Promote Ongoing Encouragement

The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a light blue color, some of which are slightly blurred to create a sense of depth and motion. The overall aesthetic is that of a digital or technical environment.

**Curate the
“Final Moments”
of Every
Transaction**



**Want to
CONTACT ROSS?**

Sandy Shaw

Sandy@conventionconnection.net

310-850-8353

ROSSSHAFFER