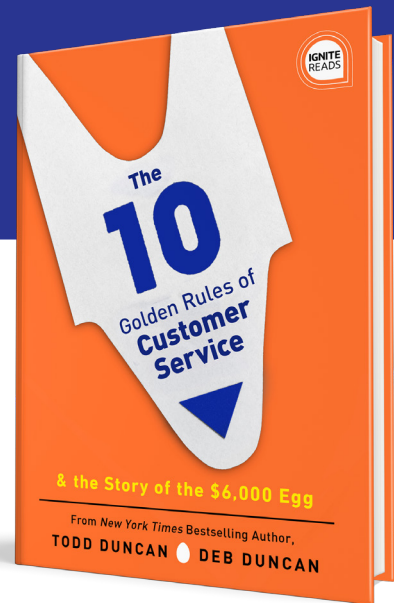




Spark Impact in Just One Hour

Value-Building Experiences by
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A Guide for Service Culture

The 10 Golden Rules of Customer Service
by Todd Duncan and Deb Duncan

Includes printable worksheet for meeting participants

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***The company that successfully acquires, optimizes
and retains their customers knows how to treat them.
How can you achieve success through
revolutionary customer service?***

Prior to your meeting, provide a copy of *The 10 Golden Rules of Customer Service* to each meeting participant, and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

Ask these thought-provoking questions prior to discussing the book:

1. As a customer, what is the best customer service experience you have ever had?
What is the worst?
2. What made these experiences so good/so bad?
3. How would you describe your current customer service culture?



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Book Discussion Questions

Go Beyond and Beyond and Beyond

- How does your company differentiate itself from competitors?
- What changes could be implemented to make your company stand out?

Delight the Customer Every Step of the Way

- Think about a particularly harrowing experience you have had involving customer service in which you were the customer. When all was said and done, how did you feel?
- If you weren't wowed by the way the company handled the situation, what could have been done to make it not only better, but delightful?

Make the Milestones Magical and Memorable

- What can you do today to make your customers' experience better? What are the little extras that can make it magical and memorable?
- What processes/systems can you put in place, within your service model, to make sure you recognize your customers' milestones (i.e., birthday calls, calls after the fact to make sure service/product/experience was good, holiday cards, etc.)?

Serve

- How do you go above and beyond for your clients?
- Name some of the ways you have over-promised and then over-delivered. Which have worked out well and which didn't? Use this list to troubleshoot and improve your service to create "clients for life."



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Use Over-the-Top Communication to Wow the Customer

- How does your organization communicate within and across departments to create continuity and a high level of service for the client?
- What steps does your business take to make sure the client handoff is flawless and memorable? What additional steps could you implement to improve this process?

Deliver the Unexpected to Create Business Karma

- What can you do to deliver ten times more than you receive?
- How do you instill this type of service within your corporate climate?

Blow Your Customer Away

- Think of a situation in your business that presented a dramatic problem. Did you think about the solution before presenting the problem to the client? If so, what was that dynamic solution and how did it improve the customer service experience? If not, what was your client's reaction?
- Think dynamically about some of the customer service issues that are plaguing your business right now. What are some out-of-the-box solutions to these problems? Just brainstorm here—no solution is crazy or outlandish.

Offer Sizzling Guarantees

- How much confidence do you have in your product and what is your company's guarantee policy?
- What would you consider to be a "sizzling guarantee" for your company and what steps would you need to take to implement that guarantee?



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Recover Boldly

- Think of a recent breakdown in your organization and, using the four steps below, outline how the situation could have been handled differently/better:
 1. A deep and sincere apology for the problem
 2. A quick commitment to a solution
 3. Delivery of a solution that is more than expected
 4. Follow-up to make sure everything is okay

Make Saying “Thank You” a Big-Time Event

- What are your company’s most impressive and indelible ways in which to say “thank you” to your clients?
- How can this be improved upon within your business?

The teachable moments divulged throughout the book transcend industry or career level and encourage everyone to contribute. YOU MUST GO ABOVE AND BEYOND IN ORDER TO GET AHEAD.

Authors Deb and Todd Duncan reveal that even the smallest interactions have the power to create lifelong patrons or alienate once-devoted customers. *The \$6,000 Egg* represents the costly mistake of removing customer satisfaction from the bottom line.

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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