

ABOUT SHEP HYKEN'S INTERVIEW

"Tools to Provide Amazing Customer Service"

Time: 22 minutes, 36 seconds

Shep Hyken, author of *Every Customer, Every Time: 52 Tools for Delivering the Most Amazing Customer Service on the Planet*, explains what it means to amaze your customers and shares his favorite tools for independent business owners.

In this interview, Shep specifically addresses:

- How customer amazement sets companies apart
- What independent business owners can learn from Ace Hardware
- How to amaze your customers by amazing your employees
- Seven principles of amazement and how they relate to each other
- Small steps an independent business owner can take to amaze their customers

Questions or problems? Contact The Schallert Group: Info@JonSchallert.com or 970-281-2923

ABOUT SHEP HYKEN

Author/Speaker on Customer Service and Experience



Shep Hyken is a customer service and experience expert and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession.

Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of *Moments of Magic®*, *The Loyal Customer*, *The Cult of the Customer*, *The Amazement Revolution*, *Amaze Every Customer Every Time* and *Be Amazing or Go Home*. He is also the creator of *The Customer Focus™*, a customer service training program which helps clients develop a customer service culture and loyalty mindset. (Now available as an online/web-based training program!).

In 1983 Shep founded Shepard Presentations and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA, Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express – and that's just a few of the A's!

Shep Hyken's most requested programs focus on customer service, customer loyalty, internal service, customer relations and the customer experience. He is known for his high-energy presentations, which combine important information with entertainment (humor and magic) to create exciting programs for his audiences.

MORE INFORMATION ABOUT SHEP HYKEN

Website: Hyken.com

Shep's Book:

