



*New York Times & Wall Street Journal* Bestselling Author

**SHEP HYKEN**

**I'LL**

**BE**

**BACK**

How to Get Customers to Come  
Back Again and Again

**THE WORKBOOK**



# The *I'll Be Back* Workbook

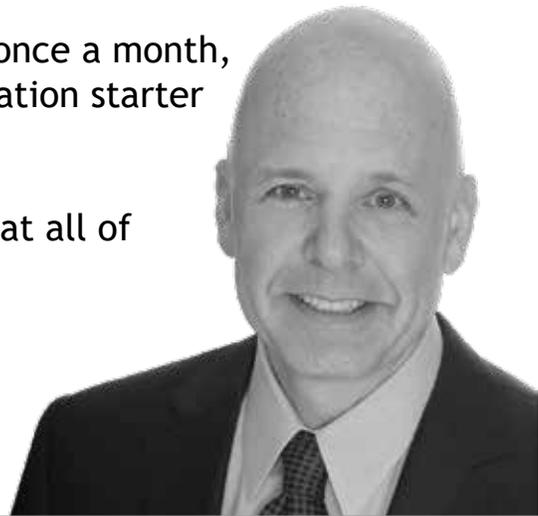
Congratulations on your purchase of *I'll Be Back: How to Get Customers to Come Back Again and Again!* The real value of this book comes from putting the strategies and ideas into action, which is why I've created this workbook as an added bonus for you and your team.

I encourage you to use this workbook in conjunction with *I'll Be Back*, and share the workbook with anyone else interested in learning more about *I'll Be Back*.

For optimal use of this workbook, I recommend printing each page double-sided in order to form a book that can be stapled together on one side. Each chapter includes a set of discussion questions as well as an actionable idea to plan, sketch out and take notes on the following page.

I also recommend using this workbook at least once a month, arranging group discussions around the conversation starter questions and actionable take-aways.

I wish you great success in your business and that all of your customers will be saying, "I'll be back!"



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# **BOOKS BY SHEP HYKEN**

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**Moments of Magic:** Be a Star with Your Customers and Keep Them Forever

**The Loyal Customer:** A Lesson from a Cab Driver

**Only the Best on Success** (coauthor)

**Only the Best on Customer Service** (coauthor)

**Only the Best on Leadership** (coauthor)

**The Winning Spirit** (coauthor)

**Inspiring Others to Win** (coauthor)

**The Cult of the Customer:** Create an Amazing Experience That Turns Satisfied Customers into Customer Evangelists

**The Amazement Revolution:** Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience

**Amaze Every Customer Every Time:** 52 Tools for Delivering the Most Amazing Customer Service on the Planet

**Be Amazing or Go Home:** Seven Customer Service Habits That Create Confidence with Everyone

**The Convenience Revolution:** How to Deliver a Customer Service Experience That Disrupts the Competition and Creates Fierce Loyalty

And if you don't already have *I'll Be Back: How to Get Customers to Come Back Again and Again*...order it today at [www.IllBeBackBook.com](http://www.IllBeBackBook.com)!





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## CHAPTER 1 THE ARNIE

### CONVERSATION STARTERS:

- On a scale of 1 to 10, how willing are you to try something new when it comes to interacting with your customers?

- What processes would your best customers most like to see changed?

- What actions have you already taken to learn more about your best customers?  
What further actions could you take?





## CHAPTER 2

### TAKE ACTION!

Talk to your most reliable repeat customers and find out what made them decide to do business with you again. Was there a specific incident? A series of events? After the conversation, review your notes and identify the *value* you deliver to your best customers.



## CHAPTER 3

# THE FOUNDATIONAL CONCEPTS

## CONVERSATION STARTERS:

- When was the last time you, as a customer, experienced a Moment of Misery, and the company turned it into a Moment of Magic? How did they do that? How did that make you feel about the company?

- When was the last time you, as a customer, experienced a Moment of Misery that didn't turn into a Moment of Magic? How did that make you feel?

- What does a Moment of Magic look like for your customer? Give a couple of examples.

- Think about a specific time when your company created a Moment of Misery and turned it into a Moment of Magic. How did that happen? How could you make that kind of moment happen again?



## CHAPTER 3

### **TAKE ACTION!**

Notice the next Moment of Magic you create for a customer. Then share what happened with your team members.



## CHAPTER 4

# THE CULTURE CHALLENGE

### CONVERSATION STARTERS:

- Which of the seven principles discussed in this chapter is your team already doing a good job of following?

- Which of the seven principles highlights an area where there is the most room for improvement?

- What is an example of a time when an internal problem on your team led to a Moment of Misery for a customer? How could that internal problem have been handled better?



## CHAPTER 4

### **TAKE ACTION!**

Share and discuss the seven principles discussed in this chapter with everyone on your team, and identify which ONE principle your team should be focusing on improving over the next week.



## CHAPTER 5

# NOTHING HAS CHANGED IN CUSTOMER SERVICE

## CONVERSATION STARTERS:

- When was the last time you talked directly to a customer? How and when did that happen? (Note that the conversation could have been during a service discussion, a sales discussion, or even a random contact with the customer that didn't fall into either of those categories.)
  
- What was the specific problem, question, or need that customer expressed to you, directly or indirectly, during that conversation?
  
- Did the customer go away with their problem, question, or need addressed? Why or why not?
  
- If you weren't able to give the customer exactly what they wanted, what were you able to do?
  
- Are there procedures or guidelines in place for determining what people on your team can and can't do on their own to solve a customer's problem or issue? If there are, how could that process be improved? If there aren't, what should that process look like?



## CHAPTER 5

### TAKE ACTION!

The next time you talk directly to a customer, be sure you do the following three things once the conversation is over:

- 1) Jot down a few words about what that customer wanted. Keep it simple.
- 2) Jot down a few words about how successful you were in getting the customer where they wanted to go, or at least pointed in the right direction. Again, keep it simple.
- 3) Share your results with others on your team. Encourage them to complete the same exercise.





## CHAPTER 6

### **TAKE ACTION!**

Identify a part of the customer experience in your organization that is currently average and come up with a plan to make it at least 10 percent better. Share the plan with your team.





## CHAPTER 7

### **TAKE ACTION!**

Make a list of specific phrases, greetings, responses, and questions that create NICE in your organization's interactions with customers. For instance, how do you answer or conclude a phone call in a way that supports BEING NICE? What is the most common question you hear from customers, and how could you answer that in a way that supports BEING NICE?





## CHAPTER 8

### **TAKE ACTION!**

Discuss, with your team, each of the four powerful strategies for creating customer loyalty, and create appropriate plans for implementation.



**CHAPTER 9**  
**WHERE EVERYBODY KNOWS**  
**YOUR NAME**

**CONVERSATION STARTERS:**

- As a customer, when was the last time someone at a business remembered who you were and made you feel at home? What specific factors contributed to that feeling?

- What could your organization do to make that kind of experience happen more often for your customers?

- What part of the customer experience you currently offer would be easiest to personalize?



## CHAPTER 9

### **TAKE ACTION!**

Greet a repeat customer by name and thank him or her for doing business with your company.





## CHAPTER 10

### **TAKE ACTION!**

Decide whether a cause marketing initiative is right for your business, and if so, what it might be.





## CHAPTER 11

### **TAKE ACTION!**

Set up a team to review your organization's self-service offerings for its customers, and task it with making recommendations for improvements.



## CHAPTER 12

# NO FRICTION, PLEASE

## CONVERSATION STARTERS:

- Is your organization guilty of any of the convenience infractions that showed up in this chapter? Are you adding needless friction that could push your customers over to the competition? If so, how can you remove it?

- What kind of friction is your organization creating for employees? (Remember, whenever you create friction for employees, it usually results in some form of friction for the customer.) How can that friction be removed?

- How can you seek, develop, and create breakthroughs that reduce friction and raise the bar on the customer experience?



## CHAPTER 12

### **TAKE ACTION!**

Identify one specific piece of friction that shows up in your organization's customer experience. Then find a way to remove it!



## CHAPTER 13

# YOU CAN'T AUTOMATE A RELATIONSHIP

## CONVERSATION STARTERS:

- Name a company that you have had a positive Human Touch connection with. Describe what happened to make you feel that way.
  
- When was the last time you had a real-time, person-to-person discussion with a customer?
  
- Do you think the customer felt an emotional connection with your organization during that conversation? Why or why not?
  
- How often should a customer experience a Human Touch interaction with your company?



## CHAPTER 13

### **TAKE ACTION!**

Identify at least one amazing Human Touch interaction you could have with a customer that you aren't making happen now. Then... make it happen!



## CHAPTER 14

# YOU'RE TERMINATED!

## CONVERSATION STARTERS:

- Think of a specific customer your company lost - and shouldn't have. Why did that person leave?

- Are there any other reasons, beyond the ones on this list, that might cause a customer in your world to say, "You're terminated"? If so, what are they?

- When does it make sense, in your world, to terminate a customer? How is management involved in this decision?



## CHAPTER 14

### TAKE ACTION!

Do a termination self-check with your team. This important process has three steps:

**Step One.** Closely review all ten of the reasons a customer might terminate a relationship with your organization, or any new ones you have uncovered, and discuss them in depth with the entire team.

**Step Two.** Be sure to address any real-life examples and stories that connect to the list you share with the team. Don't make the mistake of assuming that these problems can't show up in your world. They can! If necessary, get the conversation going by sharing some examples about how these kinds of major obstacles to customer loyalty showed up at another company. People will get the idea.

**Step Three.** Based on your discussions, come up with some strategies that will prevent these kinds of challenges from sabotaging your efforts to build an emotional connection with your customers.



## CHAPTER 15

# WHERE THE RUBBER MEETS THE ROAD

## CONVERSATION STARTERS:

- Who should be on the team that participates in the “I’ll Be Back” Customer Experience Development discussions?

- Who will lead these discussions?

- When and where should these discussions take place?



## CHAPTER 15

### **TAKE ACTION!**

Use the process outlined in this chapter to create a customer experience that is world class... one that would be considered excellent both inside and outside your industry!

# SHEP HYKEN

Customer Service & CX Expert  
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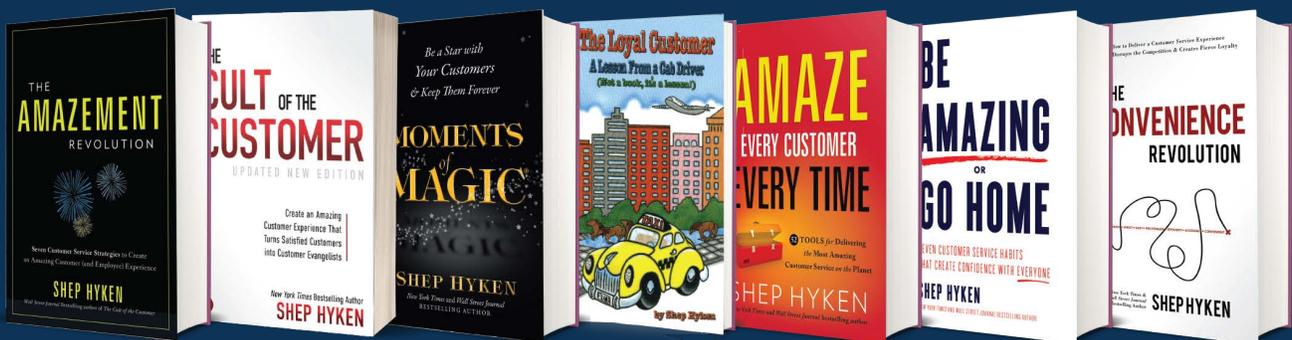


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## ***Amaze the Customer Every Time***

Based on my bestselling book of the same name, this program gives 52 of the best practices, tactics and strategies on how to deliver Amazing customer service. Sorted into five categories — leadership, culture, one-on-one interaction, desire for sustainable competitive advantages and community contribution — this program can be completed over the course of a year, one tool each week.

*\*Curso disponible en Español*



Customer service is not a department. It is a philosophy to be embraced by everyone.

## ***5 Ways to Create an Amazing Customer Service Experience\****

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## ***How to Manage Angry Customers and Handle Complaints***

This program gives organizations complaint resolutions and teaches how to properly deal with angry customers. It includes key tools and phrases to use in any situation, ensuring customers still leave with a good experience.

## ***Be Amazing or Go Home***

Based on my bestselling book of the same name, learn how to be Amazing through the Seven Amazement Habits, containing over 25 tips and pointers. Each of these are easy to implement right away, helping you achieve Amazement in both your professional and personal life.

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