



## CX SOLUTIONS

Empowering companies, changing lives.

KEYNOTE SPEAKER, CONSULTANT, AUTHOR

### CONSULTING

Bryan and his firm, CX Solutions, offers customer experience consulting and training that relates to every industry and organization.

#### A partial list of services includes:

- **Consulting targeted** to improving customer experiences and employee culture
- **Tools to build or refine** practices which tasks customer service from good to great!
- **Standards creation and enforcement** practices to ensure consistency across your organization
- **Keynote speaking** filled with innovating stories with real-world applications
- **Mystery shopping** and follow-up to maintain standards

## "Taking customer service from good to great!"

Bryan offers customized keynote addresses, workshops, and training with relevant breakout sessions and role plays. Bryan's expertise and areas of focus are as follows:

1. **Producing experiences that "wow" your customers.** It's one thing to say you appreciate your customers; it's another to show them. Bryan will guide your organization in this new experience driven economy to keep your customers loyal and coming back again.
2. **Customer-centric cultures.** Learn from Bryan what it takes to build a customer-focused culture .
3. **Employee empowerment and engagement.** Unlock the secrets to great customer service through empowered teams.
4. **Employee cultures of respect.** Without happy employees, your business will suffer. Learn how to create a workplace culture that keeps your employees motivated, dedicated, and wanting to share their passion for your product/service with others!

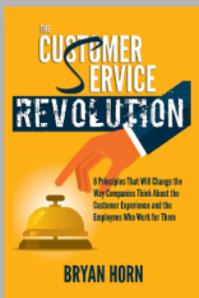


"I had the pleasure of working with Bryan and can honestly say that his commitment to customer service excellence is *exemplary*."

- Scott Black, Vice-President of Special Projects and Retail Analysis, Rimports, LLC

"Bryan successfully addresses the major issues concerning customer experience today. If you manage people and want customers to keep coming back with money in hand, his books are a *must-read*."

-Nick Brown, CEO, SalesCU



"You can feel the genuine importance of this topic from Bryan and how he is on a mission to eradicate bad customer service. There is a great deal of wisdom and common sense in his books. But what sets Bryan apart is the practical advice for implementing the ideas offered. He offers important messages that make the customer's experience the mission of your business."

-Jeff Sheehan, Author of *The Customer Experience Playbook*, CX Advisor to KBC Bank Ireland



# HIRE BRYAN

(801) 361-1261  
thecxrevolution@gmail.com  
www.thecsrevolution.com

From *Get Your Stuff and Get Out!*  
*Why Customer Service Sucks and How*  
*We Can Make It Great Again!*

John Nordstrom believed, "We don't determine what good service is; the customer does." Companies would do well to adopt this customer centric philosophy, providing "service like it used to be, but service that never was."

Elsbeth Haladay, a top seller for two decades at a Nordstrom location in Maryland, assisted a young man on a tight budget who was looking for a suit. He was embarking on his first job interview and was obviously nervous and emotional. Haladay made sure he walked out of her store dressed to get the job. Besides getting him the best suit for his budget, she provided reassuring words of encouragement. The young man got the job and grew to be a prominent figure in the Baltimore area.

"The most important thing for me," Haladay explained, "is to think about the customer and what they truly want and to deliver that experience every time."

Gaudy trends and latest technologies will never replace the sincere interactions provided by service driven professionals. We have sadly reached a point where customers have become so used to horrible service they don't even try to change things. They think this is the way it will be everywhere, so they don't bother even making the slightest effort to demand great service. And then companies become complacent. If the customers aren't complaining, they must be doing a good job.

Can we reverse the negative corporate cultures that have crept into the business world? Can we implement practices that tell customers we love them and want them to be raving fans of our business?

We can, and we *must*.

# HIRE BRYAN

(801) 361-1261

[thecxrevolution@gmail.com](mailto:thecxrevolution@gmail.com)

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

# WHAT OTHERS ARE SAYING



"Bryan breaks down the negative impact that a lack of care for employees can lead to a toxic environment that invariably affects external customers and the business' bottom-line. Bryan demonstrates how sales will increase when employees are empowered to exceed customers' expectations."

-Yvonne Jones, Personal business coach, *Founder of 50 and Wiser Coaching*



"Bryan's wealth of experience provides practical and timeless advice to not only convince customers you want their business today, but you also want that customer to come back again and again. Inspiring for all companies, regardless of product, service, or industry. Culture changing!"

-David Kitchen, *Government sector HR manager*



"Bryan takes a straightforward approach to customer service that can change both your employee culture and customer experience. Set yourself apart by starting in house and use Bryan's advice!"

-Meghan Cherie McFall, Co-Founder, *Blue Ocean Wealth Management*



"Bryan sets business' apart on a path of relatable stories and applicable methodologies to bring decency back to business environments! Bryan illustrates some of the craziness that drives business and that basic common sense should be the mantra."

-Jim Lally, CEO, *Anaco Financial Group*

## ABOUT BRYAN

Bryan has been a successful financial services manager for the past 16 years. He has been a branch manager of national financial institutions, and a senior finance director within the auto industry. He is a graduate of the world's foremost customer service development programs, including the Ritz Carlton Institute and the Disney Institute. This means Bryan has learned from the best of the best and has taken those strategies to revolutionize the customer experience and corporate culture.

Bryan believes it is the perceived failures of life that lead to profound reinvention. Despite being college-educated and graduating at the top of his class, Bryan had some very difficult hands dealt him. He has been homeless and jobless. He was terminated from a Utah banking institution shortly before Christmas on the grounds of being homeless, believing he could not be trusted around money.

Addicted to alcohol and hospitalized for a suicide attempt, Bryan hit rock bottom. Despite the darkness around him, he had to continue working. He became a director of finance within the auto industry. Regrettably, Bryan worked for two organizations with very toxic work cultures. After being asked to engage in illegal and unethical practices, Bryan quit and never looked back.

It was these experiences that drove Bryan to completely redefine his purpose in life. While at this lowest point of his life, desperate and with little money, he took a leap of faith and wrote *The Customer Service Revolution: 8 Principles That Will Change the Way Companies Think About the Customer Experience and the Employees Who Work For Them*. He developed a successful customer service training program, which passionately teaches the belief that the level of service given to customers is a reflection of the service rendered to employees. After the huge success of his first book, he embarked on another writing journey, authoring *Get Your Stuff and Get Out! Why Customer Service Sucks and How We Can Make It Great Again!*

Bryan brings a "real-world perspective" to customer experience and employee development. Through practical application, innovative approaches, and inspirational storytelling, Bryan is changing the way organizations do business with their customers and their employees. Bryan invites you to hire him to speak at your business or organization!

Dear Reader,

I wanted to take a moment and personally thank you for downloading these sample excerpts from my first book, *The Customer Service Revolution: 8 Principles That Will Change the Way Companies Think About the Customer Experience and the Employees Who Work for Them*.

You are about to read a short but powerful set of tools I use to radically transform customer experience and employee culture. This work has been a labor of love. I am very fortunate and honored to have the endorsement of some of the best-of-the-best within the corporate world. I am passionate about great customer service. It all begins with employees who are valued and treated with respect. We have the opportunity to change the world, one interaction at a time.

Great customer service is not rocket science or a complex scientific formula. In reality, it's just the opposite. It comes down to providing good service, being honest, and correcting mistakes when they are made. It's treating your employees like valued assets and not disposable cyborgs. It's creating a welcoming space for your customers. It's exceeding their expectations and giving them a reason to come back. As poet Maya Angelou stated, "People will forget what you said. They will forget what you did. But they will never forget how you made them feel."

I hope you will find this small example to me moving and inspirational. I would be delighted to share more insights with you. If you are interested in working with me, please visit my website, **[www.thecsrevolution.com](http://www.thecsrevolution.com)** or see the attached flyer for more information.

My hope is you will take away one message from my books and my articles: be kind to yourself and to each other. Whatever you do in life, do it with passion, excellence and integrity. And most of all, let love guide you every step of the way.

With every best wish,

A handwritten signature in black ink, appearing to read "Roger D. Howe". The signature is written in a cursive, flowing style with a large initial "R".

## **The Customer Service Revolution**

Copyright © 2020 Bryan Horn.

All rights reserved.

No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form by any means—electronic, mechanical, photocopy, recording, or other—except for brief quotations in printed reviews, without prior permission of the author.

**This is produced for preview and promotional purposes only. All content contained within is the intellectual property of the author and may not be used, reproduced, or transmitted for any other purpose without the prior permission of the author.**

ISBN-978-1-7283-4756-1

ISBN-978-1-7283-4757-8

Because of the dynamic nature of the Internet, any web addresses or links contained in this book may have changed since publication and may no longer be valid. The views expressed in this work are solely those of the author and do not necessarily reflect the views of the publisher, and the publisher hereby disclaims any responsibility for them.

The titles of employees of organizations quoted were accurate at the time of research or of original quotation. These statuses may have changed at the time of publication.

The author has not been paid by any company to endorse or discredit other business entities. The thoughts and opinions are that of the author alone. Unless otherwise noted, all the names in this book have been changed.

## **Prego Isn't Just a Pasta Sauce**

If you are one of the many fortunate people of the world who has ever been to an Italian house, then you will understand what prego means. Yes, it is a famous pasta sauce. But like aloha, it is a word used to convey a sincere spirit of welcome. It literally means, “I pray you ...” and then whatever you wish to happen. An Italian might gesture for you to come into their home and say, “Prego!”

It is a sincere indication that one is welcome to join, and all the stops will be pulled out to make the experience and time together the best it can be. I would always make it a point to drive this point home with my employees. In fact, I would buy jars of the famous pasta sauce and put it at various teller stations or loan officer desks as a reminder to my staff. Some customers thought we were a little weird for having jars of pasta sauce in a bank, but it certainly got a conversation started!

We all get those vibes, those feelings in the pit of our stomachs or hairs on the back of our necks when we sense something is just not right. We have all been in a business where the musty chairs are just as uncomfortable as they look, or where a single person fails to acknowledge our presence. Think about walking into a luxury car dealership with marble floors, well-dressed individuals, and leather chairs. Now imagine walking into a used car lot on the side of the road with a run-down trailer and cars with rusted-out paint. Both examples set an expectation about the quality of the product sold and the level of service expected.

I think what we as humans fear the most is stepping outside of our comfort zones. Perhaps this is why the hospitality industry spends so much time and money on making people feel like they are at home—a place where they can relax, feel safe, and be themselves. As kids, we usually had some sort of safety blanket or stuffed animal. Maybe your own kids always need to have their favorite blanket or toy in tow. For me, I always must bring my own pillow, no matter where I travel. I can't explain it, but there is something about having my own pillow that makes me sleep better at night. Hotels in some way or another strive

to provide a feeling of safety, warmth, and comfort. People who go to hotels are generally displaced in some way. Perhaps a family is on vacation and is hundreds or thousands of miles away from home. Or an individual is going through a divorce and is transitioning homes. Another family might have just lost a home due to a fire or natural disaster and is awaiting insurance money so they can restart their lives.

Whatever the case, a feeling of warmth and welcome is what is required. Yes, the hospitality industry is at the forefront of this (or at least they should be). But every industry can implement practices that invoke this same feeling of welcome. This is the spirit of aloha, the practice of *prego* in a service-driven organization.

### **Impressions Last a Lifetime**

Let's take a page from the Disney handbook on the importance of creating a welcoming and positive first impression:

When you first arrive at the main gates of Disneyland, you scan your pass and enter the park through the turnstiles. You are now in an outdoor lobby that features phones and restrooms. Once past the lobby, you walk into one of two short tunnels leading into Main Street's Town Square. The tunnels are lined with posters advertising the attractions within. As you leave the tunnels, even first thing in the morning, you smell fresh popcorn, which is made in carts placed near the tunnel openings. The experience of entering the park is explicitly designed to remind guests of the experience of entering a movie theatre.

From the onset, you know your experience is going to be something magical. Disney has designed it that way so that a guest will gradually build up excitement and anticipation. Now, I know that the excitement of going to a bank versus going to a place like Disneyland is at a very different level. But the point is the same. The first impression is the cornerstone of the entire experience and can be remembered for a lifetime.

When I was younger, I had a rare opportunity to attend Easter church services in New York City, followed by a lavish brunch at The Plaza Hotel located at the historic corner of

Fifth Avenue and Central Park. Just the name of the hotel instantly evokes a feeling of luxury. Or it recalls Kevin McAlister asking Donald Trump for directions in the grand lobby in *Home Alone 2*.

I remember entering the lavish, ornate lobby adorned with gold accents and carpets that cost more than most American houses. I went into the dining room, where I felt as though I had stepped into where the queen of England eats her breakfast. The presentation of each food station made me feel bad for even touching, let alone eating it. It made such an impression on me that I thought, I wonder if this is what it was like to dine on the Titanic! This was the first and only time I got to experience The Plaza, but I will truly remember it with happy thoughts for the rest of my life. It is amazing to me how I still remember that some twenty-five years later. It is a testament to me of the power of setting an amazing first impression.

No matter how big or small, your customers first impression of your business will be the one they remember and will be a contributing factor in deciding if they continue to do business with you.

### **Know Your Worth**

I believe one of the greatest television series in history was the NBC hit *Wings*, running from 1990-1997. It was *Cheers* in an airport, following a group of friends/co-workers at the fictional Tom Nevers Airport in Nantucket, MA. Among the characters was Roy Biggins portrayed by the talented David Schramm.

Roy was the definition of a boorish, sexist, and insecure man. He was the owner of Aeromass, the only other airline on the small vacation island and direct competitor to the other main characters. He was deceptive in his business practices. Despite being well known in the community as a member of the Nantucket City Council, he is known amongst his peers as incredibly dishonest, often stealing tips from the struggling lunch counter operator and unfairly discriminating against airline passengers

with outlandish ticket prices. He reveals that he established a false charity for his late wife (who turned out to be alive) and used the proceeds to go fly fishing in Maine and purchased a subscription to the Playboy Network.

The 1994 episode Moonlighting finds the group discussing odd-jobs they worked during Nantucket's cold and tourist-lacking off season. While the other businesses struggle, Roy's is doing quite well despite the lack of tourist revenue. When asked how he is able to accomplish this, he reveals his secret is to demoralize his employees so badly that eventually they will become convinced they can never amount to anything in life and will accept the fact the best job they will ever have is at Aeromass. Then, when they have this realization, Roy cuts their pay in half and they are appreciative for something rather than nothing. Coming from a fictional television series, it is rather funny. In reality, it is a horrible company culture.

Humanity has never responded well to being treated as less than what it was destined to be. When humanity is stripped away, something ugly can emerge. Humans need to feel included, respected, and have a purpose in life. These feelings are the foundation of our nature as a species. Maslow confirmed that. I sincerely would have hoped by the dawn of 2020, organizations would have evolved away from the management style of Roy Biggins, where employees are considered sub-human robots that are programmed to make a profit. But sadly, it has gotten worse. Many organizations not only keep this disposable mindset about their employees, but also their customers. What is so tragic is that thousands of employees are just like Roy's employees. They have to stay in a toxic and demoralizing culture just to survive. Because so many people can only afford to live paycheck to paycheck, simply walking away from an abusive workplace culture is simply not feasible anymore. Walking away means the lights don't get turned on, gas doesn't get put in the car, and the kids don't eat.

And companies know this is reality for most of their workforce. They use this knowledge as leverage to do whatever they want to their dedicated teams of employees. It is sad on so many levels. They can treat them however they want because they

know they need a job. It will be incredibly hard on them to find another. So, the thinking is that it is better to stay in a horrible job than to not have one at all.

Treat your employees like they matter. Demoralizing them does not generate productivity. Dehumanizing does not bring better performance. If employees are made to feel like second-best, that is how they will treat your customers.

For more information, visit [www.thecsrevolution.com](http://www.thecsrevolution.com)