



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
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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

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

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** 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 "Regina D. Hara". The signature is fluid and cursive, with a large, stylized initial "R" and "D".

Get Your Stuff and Get Out!

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Empower Your People

Empowerment makes everything happen within an organization. It is enabling employees to do the right thing without executive approval or drawn out procedures. It is allowing people to do things right for the sake of doing things right and trusting them to get the job done.

Jeff James, Vice-President of the Disney Institutes, states,

Going the extra mile is not about working harder or longer—it is about discretionary behaviors that employees want to do versus have to do. When you have to do something you comply, meaning you do it because it is required as part of your job or role within a company. But, when you commit (to an organization or company), you do things because you want to do them.

Employees perform above and beyond for your customers when they feel an emotional connection to your company. You have shown them you care about them and their well-being. You have shown them they matter to you. So, they want to respond in kind. They want to do good for you and the people you care about, which are your customers. They feel part of your corporate family. When this happens, the sky's the limit in terms of what they can accomplish. James continues,

Sometimes leaders within an organization get concerned when they hear the word 'discretionary' related to their employees' abilities to satisfy a customer. They usually think of how much money 'discretionary' could cost their company. But, what they may not be considering are the longer term implications of not allowing their employees the ability to do the right thing at the moment.

I point back, yet again, to the infamous example of the Ritz-Carlton Hotel allowing every employee a discretionary line of credit of \$2000 to help resolve guest needs. This is done with no questions asked, no committee approval. Just empowerment to do the right thing for people.

Customer experience expert and former Marriott Hotel general manager Charles Minton reaffirms this principle,

I believe in empowering my employees. I let them know on a regular basis what they do matters. I let them know they matter. I empower them to do what they feel needs to be done to make a positive impression on guests and to take care of problems when they arise without delay.

A JetBlue Airlines flight was delayed in Orlando. It sat on the tarmac for several hours and passengers were understandably upset. There is nothing worse than 200 people crammed into a tight space for an extended amount of time. Tensions were high, and the mood was somber. So, the flight attendants treated every passenger with free movies for the entire flight. When asked how they could do this, the flight attendants stated they are enabled to do “virtually anything” to take care of passengers, as long as it is in line with the company's five main values: Safety, Caring, Integrity, Fun or Passion. This empowerment is JetBlue telling its employees they want them to do what is right for the customer. There is no need for executive approval or management oversight. Just do the right thing and people will be happy.

A study by business professors at the University of Illinois concluded the vast majority of frontline employees who are given high degrees of autonomy and trust will, in return, prove to be the best performers within an organization. They will trust leadership more and provide better customer experiences than those who are restricted and limited by rules and policies. Every customer interaction gives employees an opportunity to be a hero. They have countless chances daily to be the answer to someone's problem, to remedy a negative situation and redirect it into a positive outcome. But this only happens if the company enables the employee to do so. Customer driven employees can't live off hopes and dreams if their hands are tied by the companies they work for.

With this in mind, may I suggest the following to empower employees:

1. Don't confine them. Contrary to popular wisdom, giving employees freedom and generous boundaries to make their own decisions leads to a better customer experience. When authority is given to each employee to act within their scope of expertise, they are given the freedom to act in the best interest of the customer.

2. Listen. It is one thing to hear, and another to listen. Always have your door open and allow your employees to express genuine concerns and even ideas which benefit the company. Take their messages to heart and implement them if they work.

3. Believe in your team. If you think you can do everything on your own, then you would have no need for employees. Support your staff and extend some trust to them. That trust will be misplaced sometimes, and an employee will need to be trained better or eventually dismissed. I understand people are not always honest and will take advantage of the trust placed in them. I know some companies have had horrible experiences with employees. But a few bad apples should never spoil the bushel. Trust is a two-way street. If you don't trust your team, then how will they ever trust you?

4. You're not always right. Eat a little dose of humble pie and admit you don't have all the answers. I was a big fan of Gordon Ramsey's show Kitchen Nightmares. It would always amaze me how these self-righteous owners were convinced they could do no wrong. They believed they had the perfect food. They would blame their staff or the customers for their problems. Tell me this then. How is that working out for you? If everything is perfect, then where are the repeat customers? Why isn't the money rolling in? Why are you on the verge of collapse? Maybe everyone else isn't the problem.

For more information, visit www.thecsrevolution.com