



CUSTOMER DELIGHT

Daily Inspiration for the
Customer Service Professional

365



BRIAN MONAHAN





Customer Delight 365, a book of wise quotations, personal insights and practical applications, was created after author Brian Monahan experienced a delightful hospitality-industry conference. Brian, a 20-year veteran of the hospitality industry, shares his tremendous passion for creating memorable customer-service experiences for his clients. His aspiration is for businesses and customer-service professionals to join forces to create an inspired vision for customer service: Customer Delight.

Customer Delight 365

Order the complete book from

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Enjoy your free excerpt below!

Brian takes some of the great quotes of all time and goes beyond just putting words on paper. He interprets and puts his unique spin on each, helping his readers apply the words of the masters to everyday life. Customer Delight 365 will do just that, and do it well. It's 365 of awesomeness that you can find in one place. Thanks Brian for making sense 7 days a week, 52 weeks a year.

*~Doug Sandler, bestselling author, Nice Guys Finish First
DougSandler.com*

* * *

I've been a buyer in the hospitality industry for over 20 years, so I've experienced a lot of customer service – both good and bad (and occasionally hideous). I wish this book were required reading for every person in a customer-facing role. Brian is absolutely right – when you delight your customers, you create not only loyalty, but ambassadors who recommend you to others. That is the secret to longevity in any hospitality career. Buy this book, and use it for daily customer service inspiration.

*~Shawna Suckow, CMP, Top 25 Women Meeting Industry Planner, Speaker,
Author
ShawnaSuckow.com*

* * *

This book is a great reminder that it is not our prospects that make us money... it's our customers! Brian Monahan has written the perfect book for daily motivations about how our attitude is the precursor to sales success.

*~Sam Wilder, Publisher, Positive Magazine
Positive365.com*

* * *

Brian brilliantly recites powerful world leader messages to help readers productively maneuver a winning approach to inspire and enhance the customer experience.

*~Deborah Gardner, CMP, Award-Winning Author & Speaker
The Pit Bull in a Skirt!
DeborahGardner.com*

CUSTOMER DELIGHT 365

BRIAN MONAHAN

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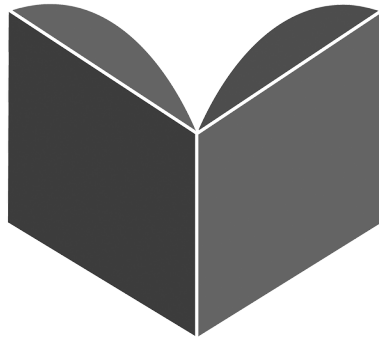
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First Edition

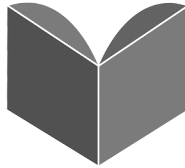
January



January 1

“Every artist was first an amateur.”

–Ralph Waldo Emerson



Brian’s Take:

Day 1 of Customer Delight 365! I’m so excited that you are taking this journey with me. It’s my hope that you embrace this journey both as an artist and as a human being.

Creating Customer Delight is akin to an artist in his studio. On a daily basis, we get to paint strokes of color and texture into the experience for our customers. Although I trust many of you who are attracted to my book are already accomplished customer-service experts, I believe the best journey is recognizing daily that we are both experts and amateurs. Today, we begin to change the world!

P.S. I recommend you read this entry more than once a year.

#CD365Day1

January 2

“The market for something to believe in is infinite.”

–Hugh MacLeod



Brian’s Take:

Hugh MacLeod, a visual and emotional artist, is one of my virtual mentors. His quotes and drawings cut through the clutter and find the essence of business.

This quote has been one of my guiding values since I first read it. This quote speaks to my soul, which is why it’s so powerful to me. It not only tells me about the market for something to believe in, but it’s also something for me to believe in.

It could also be said, “The market for Customer Delight is infinite.”

January 3

“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.”

–Henry R. Luce



Brian’s Take:

Creating Customer Delight is like going back to the future. If you can foresee the future, you’re prepared for the moment. Delight grows in the moment, but its seeds are in the future.

#CD365Day3

January 4

“A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst and it sparks extraordinary results.”

–Wade Boggs



Brian's Take:

Are you the beginning or the end of the chain? Here's an idea: Consider the chain as a loop rather than having a defined start and finish.

Being part of the loop allows you to be both the catalyst and the receiver of delight.

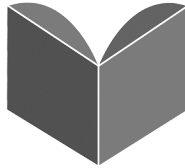
Don't break the chain! Spark it!

#CD365Day4

January 5

“If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

–Jeff Bezos



Brian’s Take:

This quote is inaccurate because the two worlds aren’t separate anymore. All customers, whether happy or unhappy, have the opportunity to tell 6,000 friends—or the entire world—about their experience with YOU. I capitalized YOU, because YOU have the opportunity to have an unhappy customer or a delighted customer.

What will they say about YOU in the physical and internet worlds?

#CD365Day5

January 6

“Memorable customer service can only take place in a human-to-human situation.”

–Jeffrey Gitomer



Brian’s Take:

I’ve had the opportunity to work with Jeffrey Gitomer on a number of projects over the years. But I’ll never forget the time he was in Cincinnati for one of his public seminars.

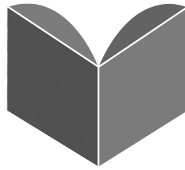
We scheduled an early rehearsal on the day he arrived. Jeffrey knew I was a big fan of his work, and he asked me to join him for the afternoon after the rehearsal. We spent most of the afternoon visiting vintage bookstores, one of Jeffrey’s hobbies, and discussing the art of sales. He is a busy man and quite in-demand, so I never thought in a million years he would have even 15 minutes to spare. I will never forget that he took the time to mentor me, personally and professionally. He could have easily brushed me off; instead, he not only created a customer for life, but also a raving fan. A million of his books and seminars will never stack up to a few hours of hanging out. How can you hang out with your customers?

#CD365Day6

January 7

“Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it.”

-Bruce Lee



Brian’s Take:

Authenticity is one of the core principles in Customer Delight. People are intuitive beings by nature. They can sense the incongruence of an inauthentic experience.

In any relationship, we inherently ask ourselves: “Can I trust you?” If your customer senses that you’re trying to be someone you’re not, they instinctively distrust you. Distrust is an enemy of delight.

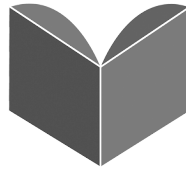
Be yourself, your delightful self.

#CD365Day7

January 8

“No act of kindness, however small, is ever wasted.”

–Aesop



Brian's Take:

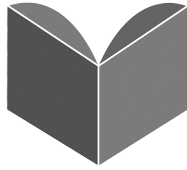
Kindness is the equivalent of a perpetual delight machine.

#CD365Day8

January 9

“Your website isn’t the center of your universe. Your Facebook page isn’t the center of your universe. Your mobile app isn’t the center of your universe. The customer is the center of your universe.”

–Bruce Ernst



Brian’s Take:

Your marketing is important to you. Your product and service are important to your customers. Don’t lose sight of your priorities.

If your website is part of your product or service, remember to include delight. When posting to your Facebook page, ask yourself: “What posts will bring my customers delight?”

Delight is about flipping the focus from you to the customer.

#CD365Day9

January 10

“We all know that successful people come from hardy seeds. But do we know enough about the sunlight?”

–Malcom Gladwell



Brian's Take:

Customer-service professionals generally come from hardy seeds, but these seeds will wither and die without sunlight.

How are you providing sunlight for your precious seeds of delight?

#CD365Day10

January 11

“Without caring, there can be no quality.”

–Joel Barker



Brian’s Take:

That’s right, a cold shoulder can ruin the best piece of cake. Have you ever eaten at a restaurant with superb food but horrible staff? Once or twice I bet, which, I believe, is where the saying, “Fool me once, shame on you. Fool me twice, shame on me,” originated.

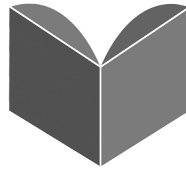
Don’t be shaming your customers.

#CD365Day11

January 12

“Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.”

-Donald Porter



Brian's Take:

This isn't a license for incompetence. Incompetence and negligence aren't what Porter is talking about; he's talking about sincere mistakes and mishaps.

Hundreds of studies and anecdotes exist about customer-service failures that resulted in greater customer loyalty and delight because the issues were fixed in a timely and professional fashion.

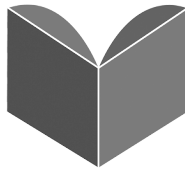
Respond, repair and delight.

#CD365Day12

January 13

“Hire character. Train skill.”

–Peter Schutz



Brian’s Take:

Hire delightful people. Train them how to run the cash register!

#CD365Day13

January 14

“Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.”

-Lao Tzu



Brian's Take:

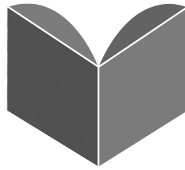
Kindness is at the root of amazing results.
Profound confident love...a.k.a. delight!

#CD365Day14

January 15

“People don’t want to communicate with an organization or a computer. They want to talk to a real, live, responsive, responsible person who will listen and help them get satisfaction.”

–Theo Michelson



Brian’s Take:

Theo Michelson is on to something. Despite all the advances in technology, I’ve never heard anyone say, “I would rather reach the automated system versus a live person.” When companies can’t afford to put real people on the line to handle your complaint or challenge, it’s pretty telling storyline about the lack of customer service and delight in today’s marketplace.

What if companies focused on Customer Delight on all fronts? If we deliver Customer Delight in the field, we need fewer Customer-Delight reps to answer the phones, which means we could actually afford to staff properly for the “rare” customer complaint or challenge.

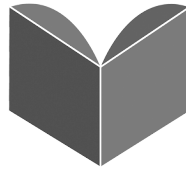
Customer Delight is a front-end decision with back-end impact.

#CD365Day15

January 16

“When you feel dog tired at night, it may be because you’ve growled all day long.”

-Unknown



Brian’s Take:

As humans, we’re wired for efficiency. If our minds are always growling, our response begins to default to growling.

What kind of environment have you created for your employees? Have you removed the items that cause your employees to growl?

Don’t let your employees get dog-tired growling at things you can change. Remember to create an environment where they can wag their tails.

Your dog-tired customers will appreciate the delight of your employees’ tails wagging.

#CD365Day16

January 17

“To be successful, you have to have your heart in your business, and your business in your heart.”

–Thomas J. Watson



Brian’s Take:

When you arrive at work, do you check your heart at security or is it part of your toolkit for delighting your customers?

#CD365Day17

January 18

The chorus from the song “Tubthumping”

–Chumbawamba



Brian’s Take:

If I haven’t already infected you with an earworm by simply referencing the chorus of Chumbawamba’s anthem for customer-service professionals, then please stop reading this book and join the rest of the infected world and follow this link. (Don’t forget to come back and finish the book.)

Link: <http://bit.ly/cd365chumba>

Sometimes, you just need a silly song to keep you smiling. I won’t deny that working in customer service can be challenging. I recommend you find a theme song for your customer-service team that keeps them motivated.

I suspect the members of Chumbawamba had some regular jobs on their way to musical success. Thank God, they got up again!

#CD365Day18

January 19

“Strive not to be a success, but rather to be of value.”

–Albert Einstein



Brian’s Take:

I wonder why Einstein didn’t convert this to an equation:
 $\text{Energy} + \text{Value} = \text{Success}$.

Success happens to be a byproduct—not a destination—of creating value. When it comes to customer service, don’t fret; many equations create Customer Delight.

I encourage you to take the time to create your own formulas for success, value and delight in your business.

#CD365Day19

January 20

“Approachability is about availability. Personally AND physically. It’s not just about an open door policy, it’s about an open mind policy.”

–Scott Ginsberg, That Guy with a Nametag



Brian’s Take:

Scott Ginsberg is famous for wearing a nametag everywhere he goes. He believes that a nametag is one of the first steps in making people comfortable and in making you approachable.

This concept is very much about the physical aspect of approachability, but we all know that the welcome mat does not always say “Welcome” to your clients. I’ve been to plenty of establishments with a welcome mat but an unwelcoming attendant. They don’t need to say anything—I feel it.

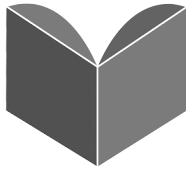
Take Scott’s approach of an open mind and add an open heart. Don’t be surprised as this will cause the door to Customer Delight to swing wide open!

#CD365Day20

January 21

“Defeat is not bitter unless you swallow it.”

–Joe Clark



Brian’s Take:

Defeat is like wearing a blindfold in a rose garden. If you believe your eyes, you might think you’re in a black hole of despair. But the rose garden is still there, even though you can’t see it.

Success in life and business is often right in front of us, but it’s shaded by our own doubt, insecurities and poor attitude. Next time you’re faced with a challenging customer, ask yourself, “Will I accept defeat or take off my blindfold and see de-light?”

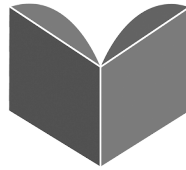
Defeat is always a choice. Delight is always a choice.

#CD365Day21

January 22

“The only way of finding the limits of the possible is by going beyond them into the impossible.”

–Arthur C. Clarke



Brian’s Take:

I like to break down this quote in a different fashion. “Impossible” with an apostrophe and a press of the space bar becomes “I’m possible!”

When we believe in the “I’m possible,” we get the possible.

Customers delight in the “I’m possible” customer-service professional.

#CD365Day22

January 23

“I love to tell stories. It’s a delight for me.”

–James Patterson



Brian’s Take:

Stories are the secret weapon for creating Customer Delight.

When your business has a storyline that includes your customer, not just you and your employees, your business will flourish with an exponential appeal.

#CD365Day23

January 24

“Less is more.”

-

“Less is a bore.”

-Ludwig Mies van der Rohe

-Robert Venturi



Brian’s Take:

I found it interesting that these two quotes were back-to-back when I was conducting research for this book. Both quotes are true when it comes to Customer Delight.

One of my favorite phrases from one of my mentors is “Both and.”

Less is both a bore and more. Less can also be more or a bore. Yes, it’s kind of a mind bend. Yes, people are a mind bend.

Customer Delight requires intuition and awareness because, sometimes, what you thought was delight may not be delight.

Delight in the dichotomy of life.

#CD365Day24

January 25

“Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.”

-Buddha



Brian’s Take:

Most everything in business has a cost, but sharing your joy is one thing that is free. In fact, it’s renewable and multiplies the more you give it.

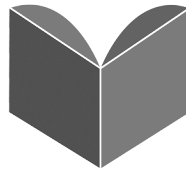
“De-light” of a single candle might be the best marketing plan.

#CD365Day25

January 26

“When people in stadiums do the Wave, it’s the group-mind collective organism spontaneously organizing itself to express an emotion, pass time, and reflect the joy of seeing the rhythms of many as one, a visual rhyming or music in which everyone senses where the motion is going.”

–Jerry Saltz



Brian’s Take:

I think organizations with “cult-like” followings, such as Apple, Starbucks and sports teams, understand that delight increases when they create a collective experience with their customers.

Does the sports team have to spend any money on the Wave to allow its customers to experience delight? What ways does your product or service allow for your clients to connect emotionally with your product?

One Grande, Delightful, MacBook Pro, No Soy, Wave Latte ready for Brian!

#CD365Day26

January 27

“Proper Preparation Prevents Poor Performance.”

–Nancy Bleeke



Brian’s Take:

Do I need to say more?

These are the 5 P’s for creating the big D: DELIGHT.

#CD365Day27

January 28

“Happiness... consists in giving, and in serving others.”

–Henry Drummond



Brian’s Take:

Customer delight, which is made up of giving and serving, is a great way to be part of creating happiness in the world.

Nothing wrong with being part of one of the world’s most common desires!

#CD365Day28

January 29

“Be kind whenever possible. It is always possible.”

–Dalai Lama



Brian’s Take:

If the Dalai Lama says it’s possible, then what is holding you back?

I believe the only thing between this quote being true and not true is the story that lives between your two ears. This quote is about changing your story.

Your customer’s story is a direct reflection of the story you have in your head. I believe it is possible to delight every customer, at all times.

My story is now your story!

#CD365Day29

January 30

“A successful man is one who can lay a firm foundation with the bricks others have thrown at him.”

-David Brinkley



Brian's Take:

I'd be lying if I didn't admit that I've had my fair share of days as a customer-service professional that included a few bricks thrown in my direction. I'm sure you have, too!

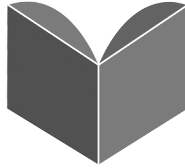
I'm not even going to sugarcoat this one. Expect it, live for it and build a foundation for success with your pile of bricks!

#CD365Day30

January 31

“Intelligence is nothing without delight.”

–Paul Claudel



Brian’s Take:

Customer service is nothing without delight. An even exchange is just that. It’s only when we give more than we take that we also find delight, which is an oxymoron because then we get more in return.

Delight is a mysterious formula for success in life and business.

#CD365Day31

The Delightful Sting

Majestic overlooks, red rocks and a place called Garden of the Gods are some of the delightful sights you expect if you travel to Colorado Springs, an oasis in the high desert of the Rocky Mountains outside of Denver.

While I was writing this book, I visited this sanctuary in Colorado Springs: The Broadmoor Hotel and Resort. Its amenities and awards include five stars, five diamonds, 18 restaurants, a polo field, golf courses, spas and much more. It's the ultimate in luxury.

As I mentioned earlier, I am in the audio visual and production industry, and my work takes me to the finest facilities all over the world. With hundreds of hotel stays under my belt, I can say that The Broadmoor is in my top three. During my trip, I was reviewing an event for a future customer and had a break before dinner. It was a relatively short break, so a round of 18 or even nine holes wasn't

going to fit into the schedule. I decided to walk the grounds, and I stumbled upon one of the 18 restaurants on the property.

It was an “old” English tavern, which isn’t all that unique today. Hundreds of chains around the U.S tout their version of an English pub with bangers and mash, woody bars and thick beer. When I entered the bar, it was midafternoon on a bright August day, making it hard for my eyes to adjust to the dim tavern lighting. I was alone, and I sauntered up to the bar.

I asked for a menu. I looked it over and quickly became excited: They featured soft-pretzel sticks. Being a bit of a carb addict, my belly began to grumble with anticipation.

Not much of a drinker, I was scouring the beer list for a hard cider to go with my pretzel delights. If this was the end of my story, the pretzel sticks and cheese dip would’ve been worth the trip, but this story continues.

As the bartender approached me, she had her head down, looking at what I thought was a notebook or banquet check. I then saw her pull back her arm and flick her wrist like Nolan Ryan. Thud! Something had hit me in the chest! I about lost my mind. I was thinking, What the hell? What in the world did this bartender just throw at me? Was it a piece of ice? A shot glass? And why was she throwing it at me?

I peeked down at my chest, and to my surprise, I had been stung. I smiled from ear to ear. On my chest was a knitted bee, much like a Boy Scout badge or other knitted patch. It had a sticky back, and I am still trying to figure out how

they can sling such a small item and have it hit you with the sticky side.

In case you're not familiar with the English tavern on the grounds of The Broadmoor Hotel and Resort, it's called the Golden Bee.

I immediately started asking questions and quickly found out that this wasn't a freak accident or a postal worker turned bartender. This was standard operating procedure at the Golden Bee. I learned that a bartender at the Golden Bee started the practice on his own in the 1960s, creating his own "bees" and tossing at his favorite customers. It was such a hit, the Golden Bee adopted it as their own and has been bankrolling the production of the bees ever since. Now, everyone who dines at the Golden Bee gets stung by the bartender or server upon arrival or soon after.

I learned from the manager that The Broadmoor/Golden Bee spends \$30,000 to \$40,000 per year on the custom bees, which includes special bees for holidays and events. The annual specialty bees have even become collector's items, and people come from all around just to be stung by the custom bees.

I love this story because who would think that something as simple as a sticky bee could be so delightful? Yes, the restaurant has great ambiance, great food and lots of adult beverages to attract a good customer base, but it's the sticky bees that make this place just delightful.

What are some simple and different ways you can make your business stand out from the competition?

Hint: If what you come up with is part of a feature list, it probably isn't what we're talking about. How can you learn from the Golden Bee and sting your customers with delight? Don't forget to look to your most-loved employees; they often have little customs and habits that they already share with your customers. Just BEE sure you give them the credit.

Key Takeaway: Delight isn't always about your product or service. Sometimes it's a unique experience that allows your employees and customers to connect on an emotional level.



Customer Delight 365, a book of wise quotations, personal insights and practical applications, was created after author Brian Monahan experienced a delightful hospitality-industry conference. Brian, a 20-year veteran of the hospitality industry, shares his tremendous passion for creating memorable customer-service experiences for his clients. His aspiration is for businesses and customer-service professionals to join forces to create an inspired vision for customer service: Customer Delight.

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