

# Defining Remarkable Service

Improve your Business so Every  
Customer Talks About your Service

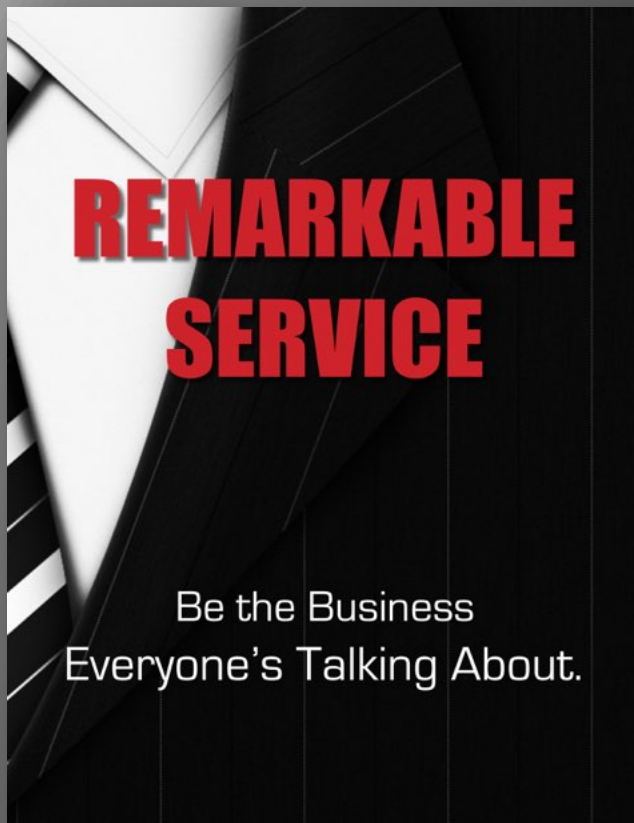
What is **Remarkable Service**? What are your  
customers remarking about?

Why don't more businesses create Remarkable Service? Is  
your business doing all it can to be remarkable?

Learn what it takes to deliver Remarkable Service. Discover  
some of the little things that make a big difference.

In good and bad economic times, **Customer Service**  
is the one thing that any business can control and  
improve upon **24/7, 365** days a year.





**Can Your Business Be Remarkable?**

Regardless of your business or industry you can create Remarkable Service

I know many of you may think that only an elite hotel or a luxury car dealership can be remarkable. The reality is that any business in industry can be remarkable.

*Bruce Kirkland, Lexus of Edmonton*

Here is how that interview went:

**X5:** Are there one or two things that are extremely important in maintaining a high level of customer service?

**Bruce:** I really think that there are not just one or two things because I really believe it's a puzzle, and you have to put the puzzle together to make it go correctly. I would say a couple things. First is to hire correctly. Lexus of Edmonton has this amazing culture of customer service and relationships. We hire very carefully to protect our culture, and I'm not afraid to hire people who have no car experience. In fact, I'd rather hire people without any car experience. If someone has been in the customer service business somewhere else, those skills are transferable. A lot of people are afraid to do that.

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Photo Credit: Avenlea Photography

Everyone has a unique style of communication, and there are many communication profiles/assessments that are available in the marketplace (e.g., HRDQ: What's My Communication Style).

If you can leverage your communication style strengths and be mindful of potential communication trouble spots, you have a better chance of connecting with others.

"Connecting is the ability to identify with people and relate to them in a way that increases your influence with them," says Maxwell.

Three Questions People Are Asking About You, according to John C. Maxwell:

1. Do you care for me?
2. Can you help me?
3. Can I trust you?

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**Customer = King  
(Don't Let the King Leave the Building)**

Elvis Presley is still regarded as the "King of Rock 'n' Roll," and through his career it became a standard line from his show for announcers to say that Elvis, AKA "The King," had left the building. (Meaning: The show is over; go home. He wasn't coming back for an encore.) It is still used to indicate that someone has made an exit or that something is complete.

If **CUSTOMER = KING**, what does it mean when your customer leaves your building or business? Does it mean that they left your business feeling happy, satisfied, or fulfilled? Does it mean that something is complete (*Remarkable Customer Satisfaction*)? Does it mean they left your

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**“Remarkable Service** is an excellent resource for anyone looking to improve their customer service. Full of real, relatable stories of both good and bad customer service, and useful tips for any industry, this is a book you can reference again and again if you struggle with how to make Remarkable Customer Service part of your business’ core values.”

# What People Are Saying

"Mike's engaging and charismatic style creates a warm sense of inclusion in the events that I have been privileged to attend. I find his communication to be open and direct, and most importantly relevant in today's fast paced business environment. From previous events that I have attended, our teams came away enthusiastic and ready to convert his thoughts into action. The results have been amazing! If you are looking for innovation and inspiration - I highly recommend Mike!"

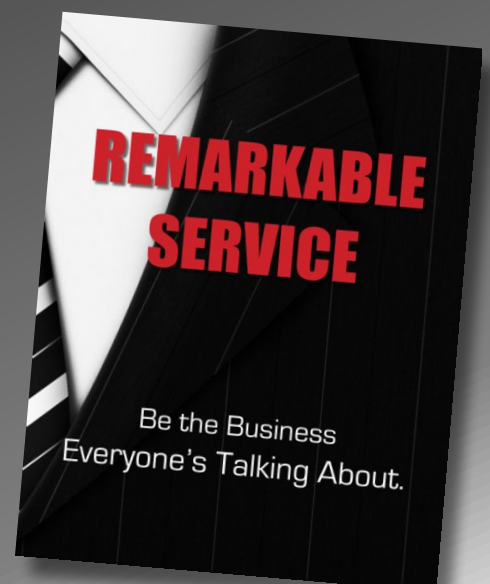
– STACIE JOOSTEN, RVP, SALES AND DISTRIBUTION AT  
MANULIFE BANK OF CANADA

"Mike Mack of X5 Management helped facilitate a number of workshops and offered ongoing coaching support with our team. They focused on how we could improve our communication skills; how we handled conflict (internally/ externally); how to make our employees more engaged; how each team member could plan and achieve goals; how they could become more productive."

– ALEX PERRI, P.ENG. MANAGING DIRECTOR C-TECH  
OILWELL TECHNOLOGIES INC.

"It is evident that the support provided by Mike Mack and X5 has helped our team in many ways. In fact, we have had some of our best sales months ever, and the culture within our business is evolving in a favourable direction."

– GREG NEDELEC & TIM GOSHULAK, CO-OWNERS  
LIVING SOUNDS HEARING CENTRE LTD.







# Author

# Mike Mack

Mike Mack, Author of *Remarkable Service*, has supported organizations for over 20 years with sales growth while ensuring these organizations maintain REMARKABLE Customer Service.

The continual pursuit of great service from customers never ends and Mike can help shed some light on this all important question and offer insight and advice on how you can hit the mark on Customer Service.

Mike is the founder of X5 Management, a Professional Services firm that specializes in Improving Sales & Service for business. In addition to his current business pursuits, Mike has extensive experience working in various sectors with both large corporate clients and small business enterprises, with a proven leadership track record in Corporate Canada that spans 30 years.

**As a Professional Speaker, Facilitator and Business Consultant**, Mike helps align all of the moving parts of a business for sustainable growth, motivating organizations to improve communication internally and externally to promote customer service excellence while keeping the sales pipeline full.

Mike holds an MBA from Athabasca University along with a Fellow of The Institute of Canadian Bankers designation. Mike is a proud member of Synergy Network, Toastmasters, the Canadian Association of Professional Speakers and the Association for Corporate Growth.