



DESPERATELY SEEKING SERVICE

Looking Beyond Satisfaction

Course Description:

Too often, even the most well-intentioned service encounters leave customers cold—and turn some of us into ‘customer service warriors.’ In this candid, example-driven session, Greg Gray walks you into the shoes of today’s impatient consumer and then shows you how to flip the script, moving beyond mere satisfaction to deliver truly thrilling service. You’ll examine real-world scenarios—from grocery-store gauntlets to an unforgettable NYC cab ride—and discover why “satisfied” customers still defect, and how you can become the exception rather than the rule.

This course reframes service as a momentum-driven mission and an impetus-charged mindset: one that blends genuine care, tactical ownership, and under-promise/over-deliver at every touchpoint. Through interactive polls, team drills, and Greg’s signature stories, you’ll build a toolkit for anticipating needs, repairing indifference, and inspiring loyalty that lasts.

Participants will learn:

- How “customer service warriors” both fight and fatigue—and how to avoid burnout by caring effectively
- The six data-backed reasons (and percentages) why loyal customers defect—and how to eliminate indifference
- The critical difference between momentum thinking (“just satisfy”) and impetus thinking (“seek to thrill”)
- Practical techniques like “Teflon, not Velcro” for letting go of negative encounters
- Under-promise/over-deliver strategies that consistently delight without added cost
- Ownership language that turns every “bad day” into an opportunity to build trust
- How to personalize interactions—from opening lines to closing the trunk—with empathy and flair
- A simple self-audit to embed thrilling service habits into your daily routines

Why This Is Important:

In today’s competitive market, merely meeting expectations isn’t enough—customers who feel ‘just satisfied’ still walk away. Thrilling service, by contrast, transforms every interaction into a loyalty-building moment: reducing churn, inspiring referrals, and creating champions for your brand.

By mastering the mindset and techniques of service that goes beyond duty, you’ll not only protect your bottom line but become the professional everyone—in business and in life—remembers long after the transaction ends.

