

Is **YOUR** customer service  
**BLOWING** their mind?



**CUSTOMER**

**RESOLUTION**

**SYSTEM**

**Mike Agugliaro**  
Business Warrior

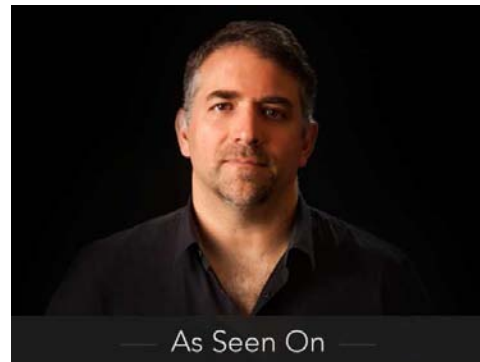


**CEO WARRIOR**  
YOU'RE EITHER AVERAGE OR A WARRIOR

## About The Author

### Mike Agugliaro Business Warrior

For more than two decades, as the co-owner of New Jersey's largest and respected home services company, Gold Medal Service, Mike has played a key role in building Gold Medal's success. In the last 10 years, Mike's business-growing acumen has taken the company from a business making less than \$1 million a year -- to making more than \$28 million a year. Through his varied experiences -- including founder of CEO Warrior, author of "The Secrets of Business Mastery", speaker and publisher of Home ServiceMax magazine -- he's been successful mentoring and creating profitable business models and actionable processes for other businesses, both small and large. His goal is to dig deep and find a company's sweet spot -- through his management, operations, sales, marketing, goal-setting, communication, and personal coaching skills.



As Seen On



**BOOK: The Secrets Of Business Mastery:** Build Wealth, Freedom and Market Domination For Your Service Business in 12 Months or Less. A chapter-by-chapter collection of best business practices, tools and strategies for service business owners.

**BOOK: Secrets of Leadership Mastery:** 22 Powerful Keys To Unlock Your Team's Potential and Get Better Results: 22 powerful keys to help you create a culture where you build and lead a hardworking team of superstars, inspire them to give their very best, and generate measurable results.

**BOOK: Secrets of Communication Mastery:** 18 Laser Focused Tactics To Communicate More Effectively. We all communicate. We can all learn to communicate more effectively. When you do, you'll see instant results in every personal and professional relationship.

**MAGAZINE: Home ServiceMax Magazine:** Written by and for peers in the residential home service industry, this magazine provides insight into marketing, finance, customer service, and human resources. For more information, and to subscribe, visit <http://homeservicemaxmag.com>

**PODCAST: Host of CEO Warrior Podcast Show:** Mike's weekly podcast show where he explains the strategies, systems, and secrets he deployed to turn his two-man service company into a \$28 million (and growing) empire. Plus Mike interviews 'A List' guest experts on various topics like Leadership, Business Start Up, Growing Your Business, Stop Over-Paying Your Taxes and much more.

## Customer Resolution System (TM)

When A Customer Complains, You Can Handle It The Way You Always Have... Or  
You Can Follow This Strategy To Instantly Flip The Problem And Grow Your  
Business

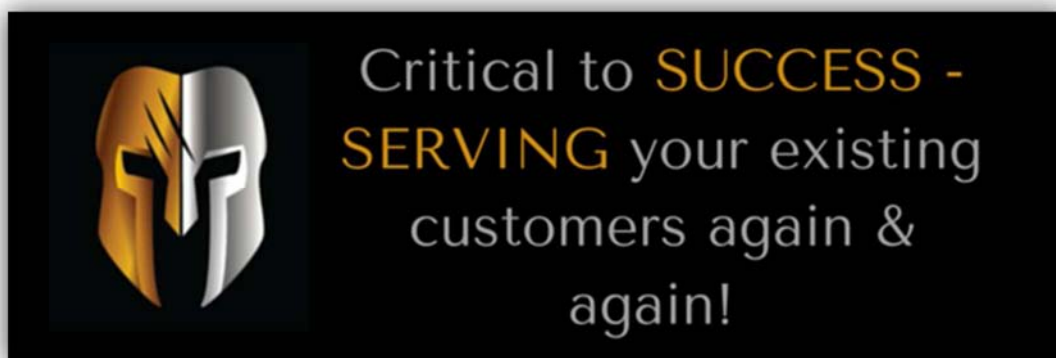
As a service business owner, you know the importance and value of every single customer who calls you up and hires your company to help them.

Not only do you recognize the value of each customer, you also know how much your company invests to get in front of that customer. You built a brand, you hired a team, you invested in trucks and uniforms, and then you invested further in marketing – just to get that customer.

You did all of that to get a prospective customer to pick up the phone and call you when they needed help, which gave you the opportunity to turn them from a lead into a paying customer.

Once those customers are on your customer list, every subsequent call they make to you for service increased their value as a customer: they become more profitable because you invested once to get them in the door and now they pay you multiple times.

Acquiring new customers is critical to the ongoing operation of your business, and getting existing customers to buy from you again is critical to the increasing profitability of your business. If you want wealth, freedom, and market domination, you need to bring in new



customers but just as importantly, you need to serve your existing customers again and again and again.

The problem is, this doesn't happen very often, for two reasons:

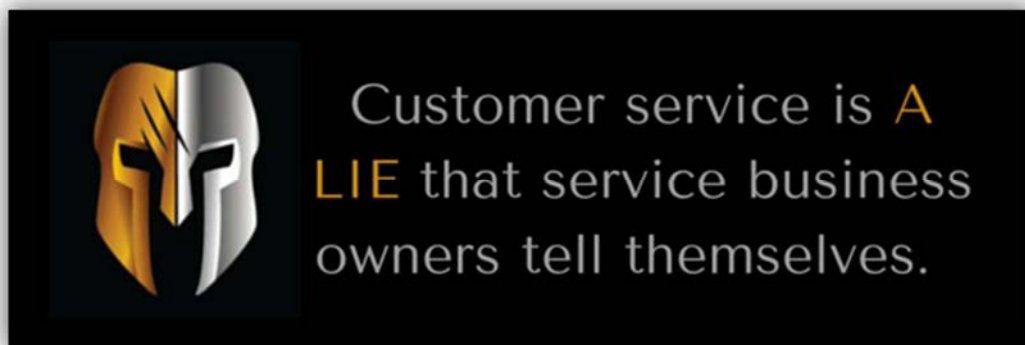
1. Service businesses places a greater emphasis on generating new leads and doesn't actively find ways to reconnect with their existing customers.
2. Service businesses don't try to WOW customers with amazing service.

In this report, I'm going to focus on the second point (but be sure to check out my blog at [CEOWARRIOR.com/blog](http://CEOWARRIOR.com/blog) where I talk about ways to serve your existing customers).

### **Put The Service Back Into Service Business**

Customer service is a popular buzzword and there are plenty of so-called gurus out there who will tell you the importance of "good customer service." And if I were to informally survey most service business owners, they'd tell me proudly that they strive for achieving good customer service in their business. Perhaps you might proudly boast the same thing.

Unfortunately, good customer service is a lie that service business owners tell themselves.



An owner might say, "Our customers love us because we give good customer service – certainly better than our competitors!" But when I

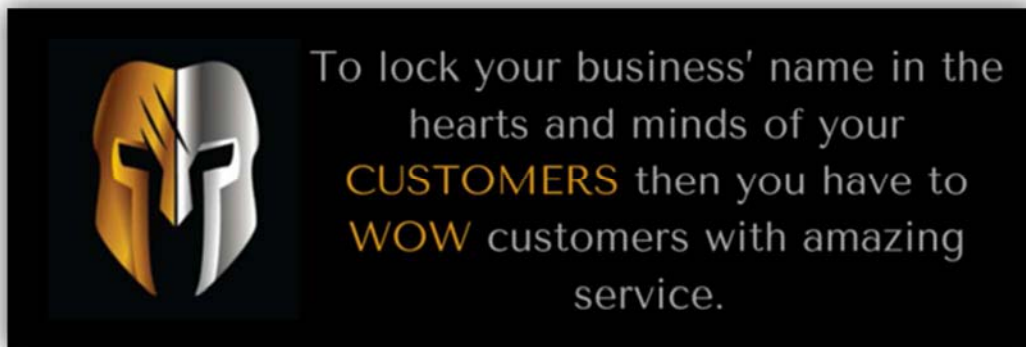


press further to describe what “good customer service” means, the owner lists very standard things like, “We use the customer’s name, our employees wear uniformed shirts, and we give fair written estimates,” – exactly the same customer service characteristics that just about every other service business in the market does.

Service business owners *think* they give good customer service but all they really do is provide the barest minimum of customer service that most customers expect.

That’s why I frequently say that service businesses operate at one service level lower than they think they do – so great service is actually good service, and good service is actually bad service – because they’re doing what **THEY** think is a high level of service but it’s actually just the standard that customers expect.

If you want to really stand out from the crowd and lock your business’ name in the hearts and minds of your customers then you have to **WOW** customers with amazing service. I believe that it’s possible to get your customers **SO** excited about your business that they call up their family and friends after your expert leaves and they say, “You won’t believe the amazing service I just received ...”



**THAT** is the level of service I want my team to strive for. That’s why my team does things like: call up the customer while we’re on the way over and we offer to pick up some coffee for them; and when we get to their house, we’ll bring up the newspaper or the empty garbage bin; and there have been times when my team has helped to bury a deceased pet and even fix a grandfather clock; and one time we had a service call

cancelled because it was the customer's birthday so my team dropped by anyway with a cake. **There is so much you can do to serve your customers at a higher level and most service businesses are missing out.**

When you WOW your customers, you lock your name in their minds and they call you back again when they need more service in the future.

### **WOW Service Is Not Just About Doing Amazing Things Proactively**

I've talked about the importance of delivering amazing service, and how repeat customers are so important for your business. I need to tell you that delivering WOW service to your customers is not just about surprising them with a bunch of unexpectedly nice actions. (That's important but that's not the only thing).

Another way to separate your business from your competitors and deliver WOW service is to implement a **customer resolution system.**



That's because you're dealing with human beings and while WOW service will help to proactively ensure that every customer is thrilled with the work they received from you, there will be times when it doesn't happen... there will be times when a customer is unhappy.

It's inevitable, even with WOW levels of service. (Fortunately, with WOW levels of service, there aren't as many). It's inevitable because we're dealing with human beings and no one is perfect. Maybe your expert was having a bad day, or made a mistake, or accidentally broke something; or maybe the customer was having a bad day, or

misunderstood what the service call was for; more often than not, it's a number of little things that go wrong or are perceived incorrectly – suddenly the customer finds themselves very dissatisfied with the service they received.

**What you do when a customer complaint comes in is another way to separate yourself from your competitors and stand out in your customer's mind** – and having a customer resolution system in place will help to make sure that unhappy customers are addressed and often even turned around into happy customers who buy from you again.

In the first ten years of my business, when it was basically just my partner and I (and our two assistants), we worked 24/7 and nearly burned out. Our business made less than a million dollars each year and we didn't have anything in place to address unhappy customers. Any customer resolution we had to do was haphazard. Unhappy customers were dealt with on the fly, without any system or order or consistency. Some even fell through the cracks and were never dealt with at all. Imagine how THEY felt!

Then, after nearly burning out, my business partner and I committed to making changes in our business, to start working on the business (instead of in the business) and doing whatever we could to turn the business around and grow it strategically. The transformation we made was amazing and ten years after that shift, we've grown every single year and are on track this year to make \$32 million. We've had an amazing second decade of business since that transformation.

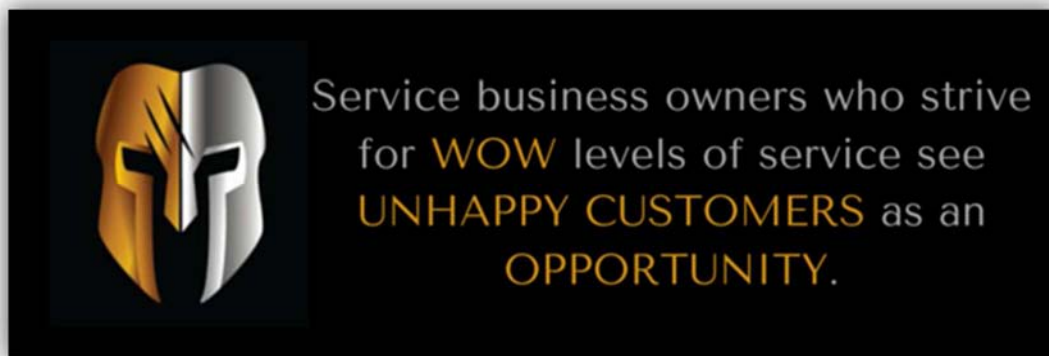
One of the things we put in place was a customer resolution system – a strategic, consistent way to work with customers who were not happy. And this customer resolution system is what I want to share with you in this report.

## **Unhappy Customers Are An Opportunity**

Most service business owners fear unhappy customers. They worry about getting negative complaints (especially negative complaints that

are posted online for everyone to see). Unhappy customers tell their friends about their negative experience. But many of these service business owners are the same ones who are only giving “good customer service” (which you’ll recall is one level lower – so it’s really bad customer service!)

However, not all service business owners fear unhappy customers! **Service business owners who strive for WOW levels of service see unhappy customers as an opportunity.**



- They’re an opportunity to turn an unhappy customer into a happy customer – yes, even one who will call your company back again in the future.
- They’re an opportunity to identify gaps or shortfalls in your business that need to be addressed to ensure you’re delivering WOW levels of service to everyone.
- They’re an opportunity to stretch yourself and see how you can creatively provide WOW service even when there’s adversity.
- They’re an opportunity to build new WOW service into your business so that a similar complaint never happens again.

**You should be glad when unhappy customers contact you.** Of course you shouldn’t be glad that you have an unhappy customer but you should be glad that they contacted you because it gives you a chance to make it right and to make your business stronger.



That's why I'm providing you with the exact customer resolution system that I implemented in my business more than a decade ago when my business partner and I made our game-changing transformation for growth. We've tweaked this system over the years to perfect it, and we still use it today in the business. This customer resolution system is responsible for millions of dollars in revenue because every time we used it, we became a better, stronger company that served every subsequent customer at a higher level.

**I'm sharing it with you so you can implement it into your business and become a better, strong company. What's more, you can implement it now and shave years off of the learning curve that I had to go through to learn its importance!**

### **How To Use The Customer Resolution System**

Print the Customer Resolution System on the next page and share it with everyone in your office. Make sure everyone has copies of it – especially those who deal with the public. However, I recommend that everyone in your company has at least a passing familiarity with it because you never know when a customer might call, or who a customer might call.

Most importantly, your customer service reps or phone support staff should be very familiar and comfortable with it, as should your managers – so that the issue can be escalated if necessary. And when I say “they should be familiar with it,” I mean that your frontline team should fill out several of them as practice so that they aren't just reading the sheet for the first time while talking to an unhappy customer.

When a customer calls, go through the sheet and answer as many questions as are appropriate. (Some questions don't need to be answered on the call, and some questions the customer won't know the answer to.) Be polite; use empathy; express concern and understanding; ask the questions without interrogating; deal with their concerns quickly and efficiently.



This sheet isn't just a "fill-out-the-answers" sheet – **think of it as a work order for the customer's satisfaction. Their happiness with your business is broken and this is the work order to fix it!**

Your target for filling this out is NOT to compensate the customer so they won't post an angry message about you online. Rather, your target for filling this out is the same as it was when you went to their house the first time – **to shock them with your WOW level of service and the lengths that you'll go to make sure they're amazed.**

And as the owner, these are one of the most important things you and your executive team should be looking at regularly. Every month, grab the last 30 days of complaints and look through them (or even go back further to the last 90 days). Look for patterns or people or situations that happen again and again. You'll make better decisions and have a clearer view of your business from this regular practice.

### Summary

Every service business succeeds at a higher level when more of their happy customers call back for more service and tell friends about the amazing service they received. You should strive to deliver WOW service every time. But even if you do, you won't please everyone 100% because we're imperfect and we deal with imperfect human beings. Fortunately, when an unhappy customer calls you, that's a good thing because it's an opportunity for you to become stronger from the adversity and to rise above the situation to become a better company as a result.

This Customer Resolution System is a simple one-page document but it is VERY powerful when you become familiar with it and when you deploy it in your business to help you become more successful. This document is responsible for millions of dollars in my business because every time we filled it out, we learned from it and became a better company. Do the same in your business and you'll never fear an unhappy customer again.



Tech	
Date of Call	_____
Date Resolution	_____
OFFICE USE ONLY	

### CUSTOMER RESOLUTION FORM

#### **We Do More!**

Nature of the complaint: \_\_\_\_\_

PRICE: \_\_\_\_\_ VALUE: \_\_\_\_\_ DAMAGE: \_\_\_\_\_

Name: \_\_\_\_\_ Home Ph. \_\_\_\_\_ Cell Ph. \_\_\_\_\_

Address: \_\_\_\_\_ City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Job # \_\_\_\_\_ ~~Job~~ # \_\_\_\_\_ Date of work: \_\_\_\_\_

Payment Method: \_\_\_\_\_ Tech: \_\_\_\_\_ CSR: \_\_\_\_\_

Date call taken: \_\_\_\_\_ Who is calling w/ complaint: \_\_\_\_\_

Questions to ask the customer	Yes	No
1. Did our technician review the problem with you?	<input type="checkbox"/>	<input type="checkbox"/>
2. Did our technician give you options to choose from?	<input type="checkbox"/>	<input type="checkbox"/>
3. Did our technician quote you an exact price prior to doing the work?	<input type="checkbox"/>	<input type="checkbox"/>
4. Did our technician have you sign the work order to approve the work prior to starting?	<input type="checkbox"/>	<input type="checkbox"/>
5. Did you sign the work order where it stated you were 100% satisfied with the work performed?	<input type="checkbox"/>	<input type="checkbox"/>

What would make a customer a raving fan: \_\_\_\_\_

Action Taken: \_\_\_\_\_

Credit Amount: \_\_\_\_\_ Refund Amount: \_\_\_\_\_ Check / CC: \_\_\_\_\_

Comments and Recommendations From Service Center TIL	Comments

Date tech briefed: \_\_\_\_\_ SVC MGR: \_\_\_\_\_ Owner / Director: \_\_\_\_\_

Recommended future action: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NOTE - THE PRINTABLE PDF IS IN THE THANK YOU EMAIL AND PAGE

# Another Solution For Your Struggles

## The Solution To Your Struggles

### WARRIOR FAST TRACK ACADEMY 4 DAY WORKSHOP



- Full disclosure of my tools, strategies, procedures, systems that produces over \$3M in sales each month
- The 8 Figure Mindset so you can accomplish your major milestones
- Step by step action plan – THE BLUEPRINT –for our business to massively grow and dominate the market.

Here's a little bit about what I do in my four-day **Warrior Fast Track Academy**. I give you everything, I'm teaching you how I did the \$3 million month, tools strategies, procedures and all that good stuff. We talk about the eight figure mindset so you can accomplish major milestones. Step by step action plans. You leave with a blueprint. I tell everybody, here's the deal. At the end of the last day, you're going to submit to me your blueprint to change the game in your business. If I think it's a wimpy blueprint, guess what I do. You don't leave. I will stay all weekend long. You'll cancel your flight and we don't go home.



## A Taste Of What's Covered

- Mapping out your goals and actionable steps
- Accountability Exercises
- Key problems and solving structure
- Marketing Avatar and strategies
- Branding
- Recruiting Marketing
- Employee Marketing
- Marketing New and Existing Clients
- Generating More Leads
- Managing Technicians
- CRS's – inbound and outbound
- Membership Programs and Sales
- Growth Strategies
- Service Center Improvement Programs
- Revenue Management – managing the numbers!
- Building Another Trade Line
- Demographics, Affiliate Programs
- Conversion & sales strategies
- Customer Satisfaction Strategies & Tools
- Service Center Procedures
- Hiring Procedures
- Employee Management
- Employee Evaluation
- Payment Structures
- Sample Company Accountability Foundation

We also do a lot of behind the scenes teaching. What would it be worth for anybody in this industry. I'm giving you a binder with about the most tricked out ninja warrior strategies but not just the

## What else is included?

- Sample marketing & customer service material for Gold Medal Service *\*TURN KEY TEMPLATES*
- BINDER containing all of my strategies, procedures, tools and your worksheets to apply what you've learned.
- Behind the Scenes Tour of Gold Medal Service HQ
- Exclusive Dinner Nights



strategies in hope you can figure it out. I share how to do it, when to do it, all that stuff. Most people aren't telling you these steps. They're hoping you will figure it out.

Here's just a little bit of some successes. If any of you guys might know Dustin Folkes. He's one of the people who not only came through it, he's been in my warrior program working with me. Any of you guys that do ever consider coming to my four-day event, here's how it works. You come in the morning, you spend all day with us, I'd feed you dinner, feed you lunch, more snacks, amazing day. That night, 10:00 at night, if you think I didn't give you ten times the return, I will give you all your investment back 100%, on the spot, in cash, no problems, no quibbles, nothing at all, 100%.



Get off the fence and do it. Believe me when I tell you, you won't be disappointed. You got to be off of your rocker not to check this out...The return was phenomenal. More than 10 times. It's more than 10 times of what I paid already.

**JOE COLLINS**  
*Einstein Plumbing*



"If I were to monetize the value that I've gotten within this day-and-a-half, it would usually be in the millions of dollars of added revenue to my pocket. Then there's all the intangibles that you can't put a price on, that are just priceless. Things like building a company culture and walking around the office here ... It's one thing for a person to talk about company culture, and I've read about company culture, but coming in here, walking around, seeing it in action, and seeing how important that is, that really is priceless."

**MITCH AND JAYMEE KENNEY**  
*Colepepper Plumbing*

Check it out at [www.ceowarrior.com/events](http://www.ceowarrior.com/events)

## FREE RESOURCES



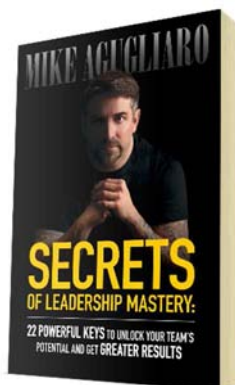
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Designed to help you be a leader in your field, improve your sales, marketing, customer service and more. THE go to resource for service business owners!  
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