



# Customer Service Academy Podcast

Thanks for your interest in being on Customer Service Academy. Here is some information that will be useful if you are selected as a guest:

Here are links to my podcast so you can see how previous interviews have gone:

Apple Podcast: <https://itun.es/us/sb-Beb.c>

Website: <https://www.igniteyourservice.com/podcast>

## The Interview

The interview should not take more than 35 minutes in total.

In preparation for the interview, please:

- Review the questions set below
- Think about how you can connect your experiences to leadership development, communication, people, and business growth.
- Have a glass of water handy during the interview
- Jot a few words down for each question to ensure you hit any key points you want to mention
- Get ready to have fun and share your knowledge – this is about connecting real actions and behaviors to results
- The target for the total run time is 25 – 32 minutes

We will begin with a little small talk and give you the chance to introduce yourself.

From there I will use the questions below to guide the conversation – but there is plenty of room for personal stories, humor, and conversation.

## 5 & 5 Question Samples:

- 5 Questions
  1. What does great customer service mean to you?
  2. What makes a great leader?
  3. How can leaders better communicate and engage with their teams to drive results?
  4. How can companies understand their customers and put that information into action?
  5. What tips do you have to protect customer experience during times of adversity?



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- **Lightening Round: 5 Quick Thoughts**

6. Favorite hobby
7. What brand out there gives the best customer service right now? Bonus points for local brands or not the usual suspects?
8. Favorite food
9. Most interesting job you've ever had
10. What are you binge watching right now?

## FINAL ASKS:

- If selected, you will receive an email asking you to complete an information form and book your time. Please complete those promptly.
- After the last question I will give you time to let the audience know how to contact you for your services and plug your business, so please be ready to share your story.
- Please take the time to promote the podcast on your social media channels and with your contacts to help extend the reach of your episode.
- Please also be sure to drop 5 stars on the podcast and add a positive review to help us increase the reach of our CX and EX message.

Best wishes and thanks again.

Tony Johnson

Founder and Principal  
Ignite Your Service Training and Consulting