

# CARILEC 2017 Corporate Communications, Human Resource & Customer Service Conference

Excelling In a Customer Centric  
World



# What Do They Want From Us



## What Do Customers Really Want?

- For one thing, Customers vote with their feet
- They are looking for Value, Meaning and Alignment
- They are looking for a Value Driven Organization
- They want a People Oriented Organization
- They are looking for a Community Oriented Organization

## • The Challenge:

- How do you succeed in an environment, characterized by these feelings and trends?

# What Shall We Do?



- When we think about our customers, let's think **Extraordinary**.
- Extraordinary takes, Originality, Passion, Guts and Daring.
- It takes away from the mundane and boring and in today's environment it's the only way to succeed.

# What's the Objective



The objective of Service Excellence  
Organizations should be to consistently deliver  
**remarkable** and **unforgettable** experiences to  
Customers.

# Customer Service Excellence Defined



- In the last century – Products and Service were the differentiating factors.
- Products and Service are not enough.
- Our World is now an “ **Experience**” World.

# Customers Want More



Customer satisfaction most important management objective

Satisfied customers were expected to be loyal

Research shows that a large portion of defecting customers are satisfied customers

**A rational connection alone is not enough to ensure a long-lasting relationship**

# Critical Business Challenges



## **TRADITIONAL FORMS OF COMPETITIVENESS CAN BE COPIED:**

- Cost
- Technology
- Distribution
- Manufacturing
- Product Features

# Critical Business Challenges



**ONLY COMPETITIVE WEAPON LEFT**

A large, yellow, multi-pointed starburst graphic with a black outline, centered on the slide.

**ORGANISATION**



# Strategic Direction



**Outstanding Customer Experiences and Strong Emotional Connections with Customers, should be one of the most Important Strategic Direction for Organizations.**

# Customer Delight Derives from:



Strong Rational and Emotional  
Connection



Expectations being Exceeded



Delighted Customers Behave  
Differently than Satisfied Customers

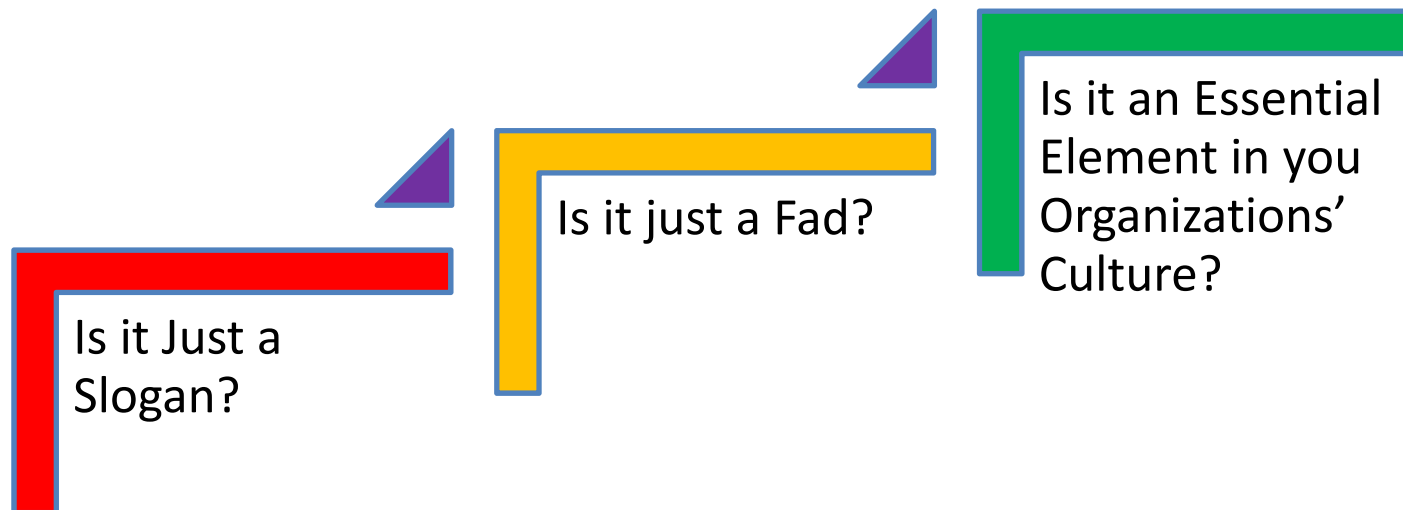
## The Effect of Delighted Customers:

- **Business \$ucce\$\$**

# Customer Service vs. Service Excellence



## How do you see Service Excellence in your Organization?



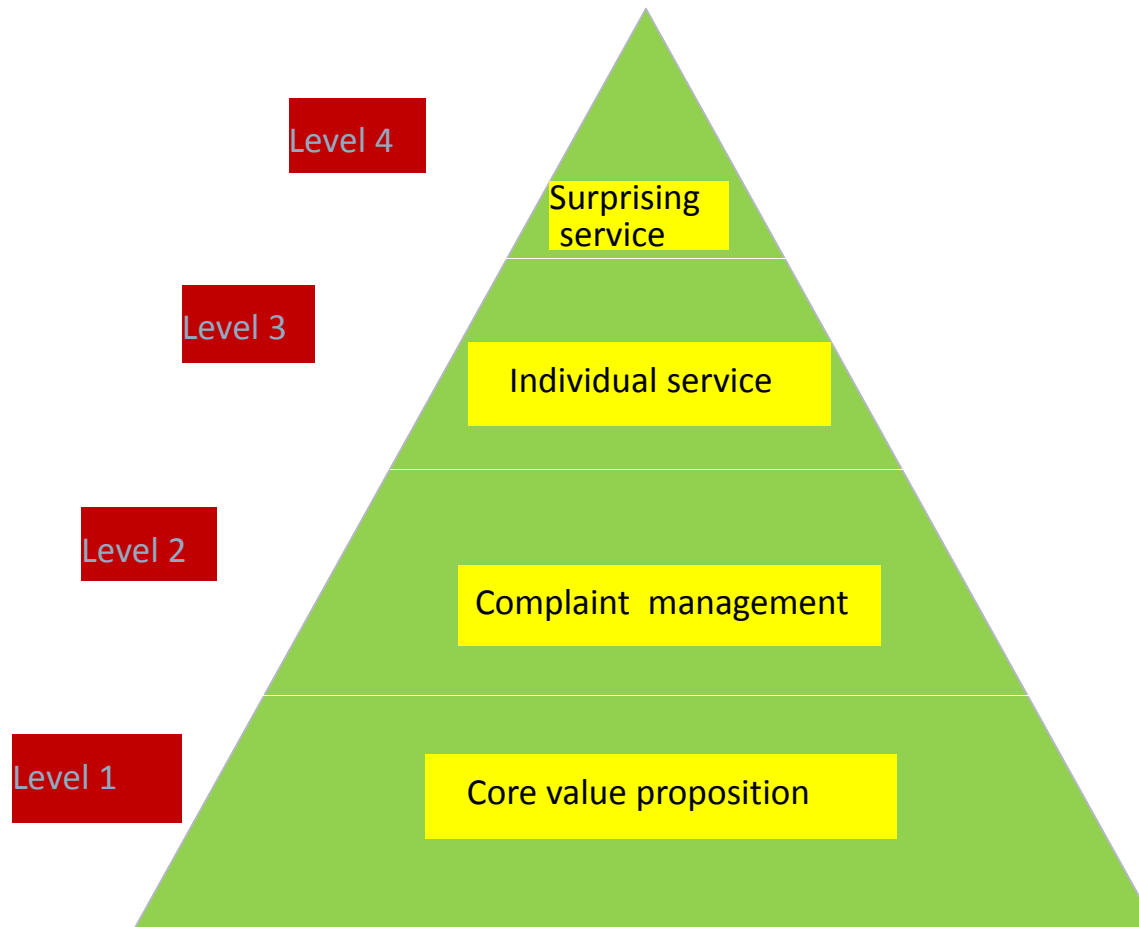
# A Service Excellence Focus



What then is Service Excellence?

The Capabilities of an Organization  
to **Consistently** Deliver Outstanding  
Customer Experiences.

# Service Excellence Pyramid



# Delivering at Levels 3 & 4



What does it take to Deliver Levels 3 and 4 Outstanding Experiences?

- Is It a Great Website?
- Is It Excellent Operational Processes?

# Delivering at Levels 3 & 4



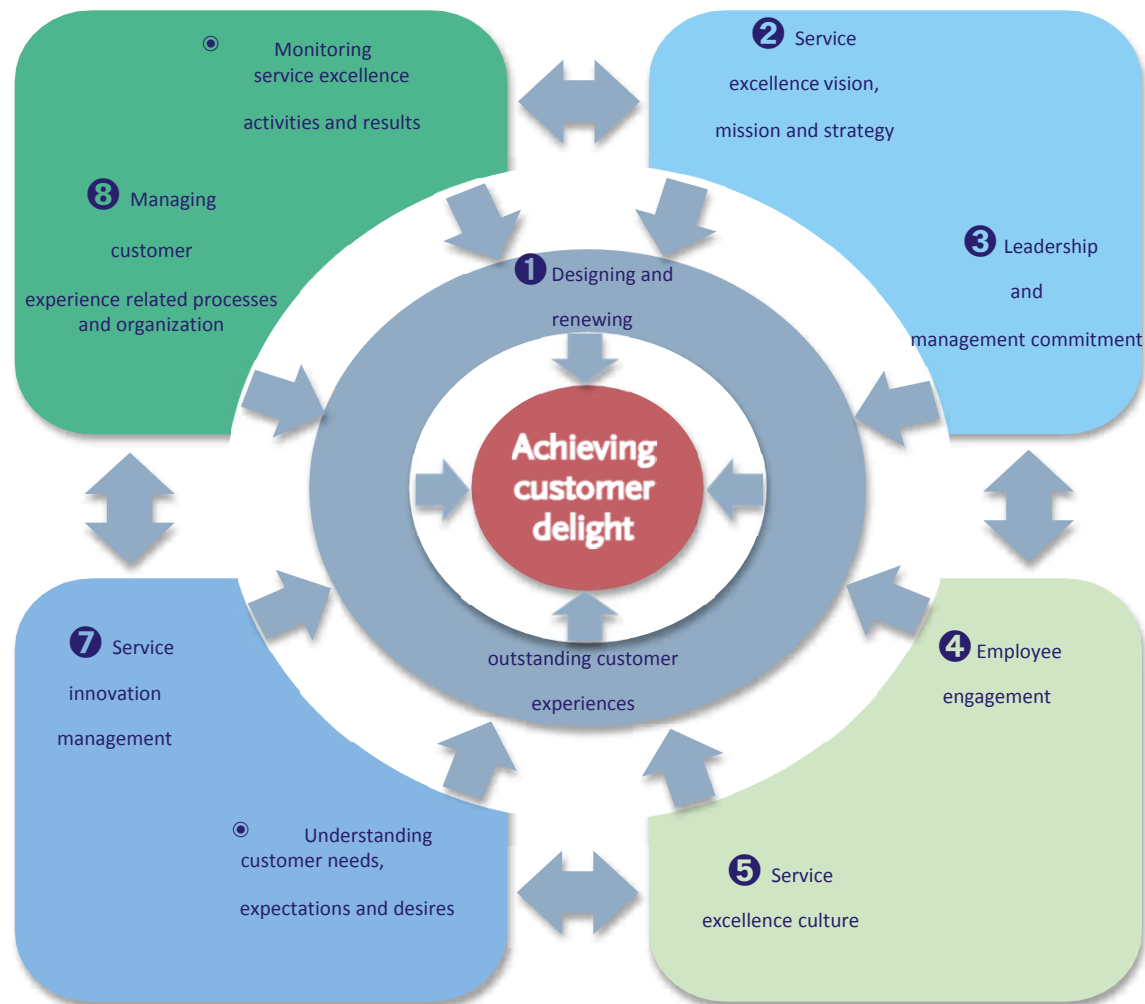
**It's Simple**

Your Employees Make the  
Difference





# Holistic Model of Service Excellence



1. Designing and Documenting the customer experience
2. Setting organizational service standards and delivering on the service promise
3. Deployment of customer experience concept throughout the organization
4. Service recovery excellence

# 1. Vision, Mission, Strategy & Leadership & Management Commitment



## Service Excellence Vision, Mission & Strategy

1. Service Excellence Vision
2. Service Excellence Mission
3. Service Excellence Strategy

## Leadership and Management Commitment

1. Leadership
2. Shared efforts, defined responsibilities and objectives
3. Employee empowerment
4. Enthusiastic employees

## 2. Cultural Dimension



### **Employee Engagement:**

1. Recruiting and onboarding of new employees
2. Continuous learning and development of all employees
3. Feedback of customers at an employee level
4. Empowerment
5. Evaluation and assessment of employees
6. Recognition system
7. Employee feedback mechanism

### **Service Excellence Culture**

1. Defining service excellence
2. Communicating the service excellence culture
3. Implementation of the service excellence culture

# 3. Innovation Dimension



## **Understanding Customer Needs, Expectations & Desires**

1. Scope and depth of listening to customers
2. Organization of data acquisition and use
3. Adapting to customer needs, expectation and desires

## **Service Innovation Management**

1. Continuous improvement
2. Learning
3. Innovation Culture
4. Structured Innovation Process

# 4. Operational Dimension



## Managing Customer Experience Related Processes and Organizational Structure

1. Managing customer experience related processes
2. Deploying customer experience related technologies and techniques
3. Management of organizational structures and partnerships

## Monitoring Service Excellence Activities and Results

1. Casual relationships
2. Use of performance indicators
3. Use of measurement tools
4. Use of metrics on operational, tactical and strategic levels

# The Seven Principles of Outstanding!



1. Managing the Organization from the outside-in
2. Customer Intimacy
3. People Make the Difference – People Matter
4. Balanced attention to Customers, Employees, & Partners
5. Integrated approach in order to deliver outstanding experiences
6. Leveraging Technology
7. Create Value for Stakeholders

# Extras that Create Extraordinary



## **Mammogram the Moment:**

Display the upbeat attitude you want your customers to have. Never let customers leave disappointed.

Attitude such as “ The answer is yes, what’s the question”



# Extras that Create Extraordinary



## Put a surprise on the inside:

Pretend that the service you deliver is like your customer's birthday.

## Connect with Respect:

Listen to your customers as if you were at a bingo, hoping to hear you have the winning numbers. Be a proactive guardian of your customers dignity

# Extras that Create Extraordinary



## **The Purpling Principle:**

Create Service Processes that ensure Red-Carpet Ease.

## **Put Total Sense into Service:**

Conduct a sense audit- what should your service experience smell like - sound like – feel like – taste like if you wanted to excite your customers' memory with an enchanting experience?

# Extras that Create Extraordinary



Your goal as an organization is give your customers an experience that is legendary. It takes service with passion, and passing your best from you to your customers.

**There is no traffic jam at the extra mile, the power of Excellence is Extraordinary**

# Thank You.....



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