

Aligning the Organisation and Customer Service Together

How to demonstrate accountability in each part of the customer service culture

Leaders who use customer service as a way to set overarching metrics and targets throughout the organisation will find these to be very unattainable. Internal processes and efforts need to be aligned with these metrics for them to be reliably measured and to provide accurate data on what is working and what isn't working in relation to customer service.

👍 Benefits

Participants will gain proven and practical insights to:

- ensure internal processes are aligned to the new cultural expectations;
- lead the organisation internally to reflect positively to customers externally;
- establish specific connections between service initiatives and customers in the organisation; and
- align customer service delivery to external messaging advertised to customers.

🎯 Outcomes

Participants will leave this workshop with a clear action plan that includes:

- a recruitment program focused on selecting people with customer service at their core;
- ways to lead by example through interactions with organisational team members;
- service processes for each emotional stage that customers experience; and
- logical sequences to understand the way to deliver service consistent with the brand.

🚀 Approach

This workshop is designed for business leaders, human resource professionals and frontline teams.

It is completely personalised to each audience and organisation so that messages are relevant and can be applied to individual roles or situations. Before the event, we determine the most appropriate approach and will tailor the content to suit the organisation's desired outcomes.



About the Facilitator

Chris Smoje has a passion for customer service and is dedicated to creating positive change and transforming service culture, interactions, processes and experiences with leaders and their frontline teams. Through over a decade of customer service training and leadership experience from large international organisations to small, locally owned businesses, Chris understands the realities facing leaders and their employees. He has travelled globally and studied with organisations that are leaders in customer service and has developed a sought-after approach that has led to achieving maximum impact solutions with organisations and their people. Chris uses his energetic presentation ability to motivate teams and individuals and help them realign their focus and experience progressive successes in customer service.



Being Credible in Delivering Customer Service Initiatives

How to approach customer service improvement with energy

When it comes to transforming improvements in customer service you typically have one chance to get it right; therefore, the messages must be delivered with impact. Leaders must be relentless in the pursuit of customer service excellence and ensure all messages are communicated the right way to avoid losing impact and momentum.

👍 Benefits

Participants will gain proven and practical insights to:

- inform and inspire teams to understand and believe in the customer service culture;
- develop ways to demonstrate credibility in customer interactions;
- demonstrate a strong and proven commitment to creating positive customer memories; and
- demonstrate a believable commitment to customer service within the organisation.

🎯 Outcomes

Participants will leave this workshop with a clear action plan that includes:

- contagious uplifts in customer service by celebrating successful behaviours;
- standards for signature customer service interactions;
- an awareness to recognise opportunities that exist to create positive customer memories; and
- a systematic approach to the way service is delivered to customers.

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Finding the Time and Creating Resources to Improve Customer Service

How to demonstrate innovation in generating customer service solutions

How can you find the time and resources to invest in driving improvements in customer service? The entire organisation from the board of directors down must see the value of customer service improvements without simply adding more staff. By looking internally, leaders can find ways to prioritise goals and existing resources to take ownership and streamline customer service efforts.

Benefits

Participants will gain proven and practical insights to:

- develop resources to implement cultural change centred on customer service;
- develop resources and allocate time for challenging customer environments;
- provide staff members with the resources to create positive customer memories; and
- understand the true amounts of time required to deliver exceptional customer service.

Outcomes

Participants will leave this workshop with a clear action plan that includes:

- a customer service training program delivered with conviction and stamina;
- positive tactics to demonstrate flexibility with customer interactions;
- strategies that empower staff members to take positive action in creating memories; and
- the most efficient way to serve customers specific to the organisation.

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Achieving Clarity in Customer Service Outcomes

How to show optimism in focusing on sustaining long-term positive results

It's easy to imagine the ideal scenario of exceptional customer service within your organisation, but getting to this point cannot be left to chance. A well-defined and calculated plan is essential; however, in reality this plan will be different for each organisation. This is where leaders need to identify and create something that will work for you and your organisation.

Benefits

Participants will gain proven and practical insights to:

- set a clear direction to improve the culture of customer service in your organisation;
- establish a clear way of interacting with customers across the organisation;
- identify successful ways to lead your industry with customer service; and
- develop a clear and unique point of difference throughout the organisational brand.

Outcomes

Participants will leave this workshop with a clear action plan that includes:

- an inspirational common purpose statement and reason for delivering customer service;
- an atmosphere conducive to customer service across the organisation;
- ways to differentiate your industry based on customer service; and
- a creative and relevant theme to connect throughout the organisation.

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Keeping in Touch With Customers and Change

How to treat your customers as unique individuals

As leaders, one thing you must never lose sight of is regularly listening to your customers and being on the frontline with them so you can physically see what influences their behaviour. Customers will pay a premium for service and be less price-sensitive if you can look at each touch point of the organisation to accurately paint a picture of what the customer experience looks like.

Benefits

Participants will gain proven and practical insights to:

- continuously keep the culture on track and relevant to customers of the organisation;
- keep in touch with changing technologies to deliver customer service;
- monitor the effectiveness of service delivery to individual customers; and
- recognise the role of the physical and virtual environment in delivering customer service.

Outcomes

Participants will leave this workshop with a clear action plan that includes:

- impactful methods to communicate the importance of customer service to staff;
- recommendations to embrace and use technology as an integral part of customer interactions;
- ways to recognise customers as individuals; and
- a strategy to monitor and refine the physical and virtual environment impacting customers.

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