

THE IMPORTANCE OF YOU

This is a visual exercise that highlights the importance of the links between good management, engaged people, and a good working environment to deliver exceptional customer experience.



THE CUSTOMER SERVICE CHAIN:

1. **Internal Service Quality**
How we recruit, train, support and recognise our teams.
2. **Employee Satisfaction**
How happy our teams are in their jobs.
3. **Employee Retention**
How our teams will stay in a job if they are happy.
4. **Employee Productivity**
How well our teams perform if they are happy.
5. **External Service**
The customer experience our teams offer.
6. **Customer Satisfaction**
How well our teams meet our customers' needs.
7. **Customer Loyalty**
How happy customers remain, repeat purchase and refer others.
8. **Revenue Growth**
How happy customers will buy more.
9. **Profitability**
How happy customers can sometimes pay more or cost less to 'service'.
10. **Shareholder & Client Value**
How happy teams and customers add value to our company and our clients' companies.

WHAT YOU NEED:

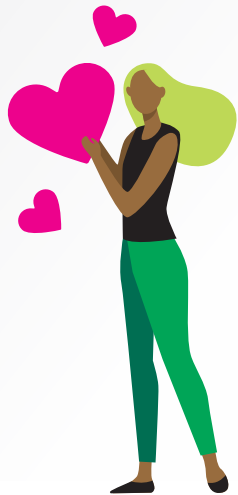
- 1 Flip chart paper or a wipe board to write on.
- 2 Before you start, write out the ten links that form the Customer Service Chain in a random order.
- 3 Print off the 'The Six Pillars' of Customer Experience Excellence to briefly introduce when discussing customer satisfaction.
- 4 Have what this module looks at and video on screen ready to play.

THE EXERCISE:

- Start the exercise by playing the video and explaining the purpose of the session.
- Explain to the team that these ten links were identified by Harvard Business School back in the 90's as the key steps needed to build a successful customer service company. Read each link out to the team in a random order.
- Ask the team one at a time to write a number next to each of the ten links to create the correct order of the chain. Do this as quickly as possible. Once everyone has had a go, highlight any similar or strongly differing responses by the team to spark a conversation. Can any of the team convince others to change their order?
- Once the service chain has been put into the right order discuss how the chain works in your building and the companies you all work for. Does the team think that happy staff equals happy customers benefiting both them as employees and their company?
You may need to prompt the team to think about their own experiences, what training do they receive, what recognition do they get? Does this make them feel valued? How can you help them to be better and happier in their job?
- Highlight that everyone has a part to play and are super important as they are all part of the chain and everything they do as a team has a direct impact on customer satisfaction and customer loyalty within the building, across an estate, etc.

TIPS:

- Introduce **'The Six Pillars'** that define how outstanding customer experience is measured (the customer satisfaction link). Explain to the team that pillars will be discussed in more detail in some of the upcoming modules.



- Share the customer quote:

"I can't fault the actual cleaning; the quality of the cleaning and the quality of the team is very good. We use the same company as the building team as we like the way they treat their staff."
- If you have conducted a customer survey within the last year share a relevant positive quote from one of your customers about one of the onsite supply partners.
- Share the story:

When a cleaner at NASA (the space agency) was asked what he did for a living he replied, "I put the man on the moon". This may sound a bit extreme, but this showed that the cleaner clearly understood the important part they played in the bigger picture, ask the team: **What would you say?**



TO CONCLUDE:

- Always ask the team at the end of the session, is there anything that they will **Stop** doing, **Start** doing or more importantly **Keep** doing to improve the customer experience? Note down any 'promises' individuals make as you can use these in future conversations with team members to keep the momentum going between modules.

In short, happy colleagues working together as one team are more likely to do a good job, which makes customers happy and more likely to stay with us. This means we are more successful, making us more attractive to investors and clients which ultimately provides us all with increased job security.