

MOMENTS OF TRUTH

This is the last module in the programme and a chance to reflect on the last few months and any individual or team successes of creating moments of truth for our customers. Moments of truth are moments that stand out in our customers' minds. It's the extra touches, attention to detail and the small things that make a **BIG** difference to the overall customer experience we deliver.

THE SIX PILLARS OF CUSTOMER EXPERIENCE EXCELLENCE:

- 1  **PERSONALISATION**
- 2  **INTEGRITY**
- 3  **EXPECTATION**
- 4  **RESOLUTION**
- 5  **TIME & EFFORT**
- 6  **EMPATHY**



WHAT YOU NEED:

- 1 Have what this module looks at and video on the screen ready to play.
- 2 Gather moments of truth examples for your team and have them ready to share, and/or ask members of the team to bring with them examples of when they or others have gone above and beyond in their role.
- 3 Flip chart paper to capture the positive moments given by the team.
- 4 Have 'The Six Pillars' to hand to be able to relate the actions of individuals against the customer experience excellence framework.
- 5 Room for the team to be together.

THE EXERCISE:

- Start the exercise by playing the video and explaining the purpose of the session and what moments of truth are.
- Talk about recent positive examples you have been made aware of, any positive feedback you have received from occupiers etc. Use this as an opportunity to thank those team members for their efforts.
- Ask the team for any examples of when they have delivered moments of truth for our customers. What did they do, but more importantly, why did they do it? How did it make the customer feel? How did it make the team member feel?
- If the team are lacking personal examples give an example you have witnessed either in or out of work as a customer. Ask them if they have ever been on the receiving end of a moment of truth? Discuss how these examples could relate to their job role.
- Ask the team to think about what small touches they can do to create moments of truth in their role. Note down ideas and how this relates to The Six Pillars. The aim is to create positive energy into the room and to encourage a mindset that looks for opportunities to deliver more.

TIPS:

- Share the customer request:

"I would highly recommend the building to other occupiers. It is very expensive but it's the team (and location) that makes it worth it."

- Share the story:

Have an example from another service team or location to share with the team that they could adopt or bring an example that has impressed you when have been a customer in a shop, restaurant, hotel etc.

- Ask the team:

What can they do to create their own moments of truth with our customers?

- Use any local reward process to recognise team members who have created a moment of truth for our customers that brings **The Six Pillars** Customer Experience Excellence framework to life.
- Consider creating a **wall of fame** in your staff area to recognise successes, highlight moments of truth or to keep the team's ideas alive. **How will you drive team engagement to deliver great customer experience?**

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.