

CUSTOMER EXPERIENCE PROGRAMS

Personal Best has 6 interactive 3.5 hour learning modules that provide a sequential build of capability:

1. Completion of modules 1- 5 ensures capability to provide an exemplary customer experience
2. Module 6 is for recognised customer experience champions and builds their competence and commitment to coach and mentor others

Development of emotional intelligence is threaded through the modules. The modules build skill, knowledge and attitude.

Module 1 – Doing the basics brilliantly – highlights best practice examples of fundamental service behaviours and attitudes. Eye opening, uplifting and inspirational.

This module looks at internationally recognised determinants of service quality and provides an opportunity to explore and agree best practice standards against these parameters. The determinants include criteria widely recognised as reliable indicators of customer expectations against which to measure excellence.

In defining best practice we draw on examples of best practice from a range of service sector organisations. The aim:

- Clarify the standard required in order to differentiate on service and achieve a competitive advantage
- Inspire participants to excel and create customer advocates

Module 2 – Providing an exemplary customer experience remotely - highlights the use of tone, effective oral and written communication and follow-up in creating a positive impression and building trust and customer commitment. Practical and hands on, builds confidence and sense of 'can do'.

Topics include:

- **You never get a second chance to create a first impression!** By the end of this topic participants are clear on how to portray a professional image.
- **Professional telephone communication.** During this topic we look at the specific rules of telephone usage and discuss the use of voice and the choice of customer friendly words. Attentive listening techniques, while retaining call control are included.
- **Email etiquette.** This topic specifically targets email writing but also builds written communication skills generally. It highlights customers' need for speed and simplicity and emphasises emails should be timely, clear, complete, concise, correct and courteous.
- **Choose your attitude.** In a sense 'attitude' is the bedrock of providing an exemplary customer experience. 'Choose your attitude' helps people recognise the power to implement an exemplary customer experience largely rests with them.

Module 3 – Building Self-awareness and personal effectiveness – increases awareness of 'Who I am' (through use of the Myers Briggs Type Indicator - MBTI), 'What I want to stand for' (Organisational and Personal values), 'How I perform' (Gap analysis of self against best practice), 'How I'll leverage my strengths and develop my capability' (Development plans). Reflective, thought provoking, insightful and engaging. Provides clarity on how to bring self to light in creating a customer experience for others. Builds level of self-confidence required to interact with customers.

Self-awareness is fundamental to people's effectiveness in a customer focused setting because how we see ourselves affects not only our own attitudes and behaviours but how we see other people. By increasing service providers' understanding of themselves we also increase their ability to understand others and build effective relationships with customers.

Module 4 – Walking in our customers' shoes - explores the world of the customer and the organisation's brand promise to help service providers and stakeholders meet customer expectations and build brand strength. Exploratory, investigative, fascinating. Peaks curiosity. Develops comfort and confidence to help customers.

This module is all about knowing the customer and their world. It:

- Explores the organisation's brand promise and its impact on customer expectations so participants appreciate that everything they do as service providers impacts either positively or negatively on the customer's experience and therefore the organisation's reputation and brand.
- Explores case studies of customers to understand the broader world they live in - how they work, rest and play
- Leverages the customer insight data available to participants – to clarify what customers expect
- Provides an opportunity to walk in the shoes of a customer

With a clear understanding of the customer in mind, we explore and act out how to provide a differentiated customer experience that exceeds expectations.

Module 5 – Personalising the service – The basic aim of service is to identify needs and fulfil them while building a friendly but professional relationship with customers. This module skills people in understanding individual customers so they can personalise service. Challenging, fun, fast and motivating. Feel considerate and capable. Self-esteem and regard for customer enhanced.

Participants:

- Practice appropriate questioning and develop a list of suitable questions that might be asked of the customers they usually deal with
- Demonstrate empathy so customers appreciate they've been listened to and understood and are therefore important
- Explore how to identify the solution by working collaboratively with stakeholders in order to serve and innovate

This module also explores managing customer expectations. While the aim is to meet as many customer expectations as possible, a point can be reached where the customer's expectations become unrealistic. When this point is reached service providers must be able to manage those expectations in a way that ensures customers remain loyal to the business.

Module 6 – Tapping into Talent – those with acknowledged expertise in exemplary customer experience undertake this module. It taps into their talent and helps them ignite the talent in others. Includes coaching and mentoring, receiving feedback – so I develop, giving feedback – so others develop and follow up activities to bring coaching and mentor relationships to life. Energy builds - starts with reflection and moves to sharing inspirational stories. Feel recognised and included.

With the aim of maximising potential, further developing skills and improving performance the coach, coachee, mentor and mentee will all benefit from the outcomes of this module. The module explores: Becoming a coach; becoming a mentor