



Let me
make your day!

**From Service Strategy to
Customer Experience**



When good service is more than a smile

In today's markets, where distinguishing your business from that of your competitors can be increasingly challenging, your biggest opportunity to differentiate is probably Customer Service.

Traditionally the domain of consumer-driven industries, companies from across the business spectrum are coming to the realisation that getting serious about their customers and adapting their business structures to accommodate and embed the requirements of those customers in their strategy and their processes, as well as their products and services is the only way to achieve long-term competitive advantage and business success.

*Corrie: If the honeymoon doesn't work out,
let's not get divorced. Let's kill each other.*
*Paul: Let's have a maid do it. I hear the service
at the Plaza is wonderful.*

"Barefoot in the Park", Paramount 1967

By focusing on the delivery of a quality service experience to customers, companies are in no way taking the easy option. Becoming a service company isn't a "quick fix", but a long-term commitment which will touch every aspect of your business in terms of operations as well as your employees.

At the forefront of any company's plans to go down the road to becoming a service-driven organization has to be a clear image of its brand (but not necessarily product) reputation and what it should evoke in existing and potential customers. Companies with this common internally-held vision are the ones which go on to successfully define their (service) strategy, to reorganize to ensure that their structure and processes are designed to best serve the requirements of their customers, as well as to educate their staff at all hierarchical levels – and whether inward or outward facing – in the art (no less) of superior customer service.



Keeping company with excellent Customer Service?

If Customer Service hasn't caught your attention before now, consider the following:*

- 75% of organizations do not know why key customers are lost
- 63% do not know how many high value customers they lose
- 42% do not try and win back lost customers, even valuable ones
- Only 35% bother to thank new customers
- 1% of customers are usually worth 30% of total margin, but 58% of organizations have no development plans for these key customers
- Customer relationship management has an average ROI of 4:1

**Now think of the advantages this focus offers
a customer service-oriented organization!**

* QCi Assessment Ltd



Take care of your customers ... or someone else will

In essence, Customer Service is about combining both an organizational culture as well as an operational structure which puts customers first. At no matter which touchpoint the customer comes into contact with the organization – whether through personal interaction or via an automated service – the marketing and customer promise must become reality for the brand reputation not only to remain intact, but for it to be enhanced by the experience thereby strengthening the customer relationship.

At ServiceTraction, we help you achieve this. We believe that Customer Service can be learned and, if cultivated, will flourish to make a significant and sustainable difference to your bottom line.

**“Customers don’t care
how big you are.
They don’t care
about organizational
charts or how many
divisions you have.
They want the person
standing in front of
them to be able to solve
their problems.”**

Vernon R. Loucks Jr.
Chairman & CEO
Baxter International Inc.



I am my company

We take a holistic approach that is essential for the successful transformation into a customer-driven business. But ours is not a “Big Bang” approach. We do not believe an organization can – or should – try to transform into a customer service organization overnight. But the long-term rewards are great as your company speaks with one voice, as your employees understand, identify with and internalize your customer promise, and as your processes become aligned.

After analyzing both people and processes, ServiceTraction identifies where customer service gaps exist and helps you prioritize those. We also identify areas that can be incrementally changed, and where significant benefits lie just around the corner.



**Solve a problem ... help one customer.
Fix a process help thousands.**

Customers don't see your service offerings as individual parts but as a total "concept." This concept comprises of links in a chain from back office operations through to the attitudes and behaviours of frontline staff. Each link in the chain will either deliver on or detract from your customer promise, ultimately affecting your brand reputation.

Back office operations are often neglected during the transformation process and yet they can quickly undermine the strongest strategy and negate the best efforts of employees to deliver great customer service.

ServiceTraction helps you – and critically those employees directly impacted – map, define and implement processes which are aligned with both the needs of your customers, as well as your own critical business requirements.



**“Customers do not buy products
or services so much as they buy
expectations.”**

Ted Levitt
The Marketing Imagination



Know how, know why, care why

Vital for the successful implementation and sustained delivery of your customer promise are, of course, your employees. Both before, during and after the transformation of your company to becoming a Customer Service organization, the ongoing communication of your service strategy, your marketing and customer promise, etc. will be crucial both in terms of buy-in, motivation and potentially also of the retention of staff.

ServiceTraction offers a range of innovative and highly effective training and coaching solutions, which support not only those employees on the frontline interacting with customers, but also provides critical training for employees in back-office functions, who need to understand not only their own role in the Customer Service Experience value chain, but also how their decisions and actions impact those with direct customer contact.

Creating a culture of commitment

Having addressed the alignment of a company's strategy, its operations and its employees in order to achieve the status of being a Customer Service company, what enables a company to sustain its success or potentially pulls it off track again is its organizational culture, that is the shared (or not) values, beliefs and ideas.

In order to understand the concept of culture and to allow companies to identify the current culture of, and the ideal culture for, their own organization, ServiceTraction applies an organizational inventory which also allows us to help clients identify strategies for promoting a more effective culture within an organization.



“Unless you have 100% customer satisfaction – and I don’t mean that they are just satisfied, I mean that they are excited about what you are doing – you have to improve. And if you have 100% customer satisfaction, you have to make sure that you listen just in case they change ... so you can change with them.”

Horst Schulze

President & Chief Operating Officer
Ritz-Carlton Hotel Company



Please contact ServiceTraction to arrange a meeting on embedding Customer Service into your organization or for detailed information on:

- Service Concept and Design
- Service Processes
- Employee Communication and Training
- Management and Employee Selection
- Development and Coaching



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