

ENGAGING SERVICE

employee and customer experience

Leading Customer Experience Through Change

Presented by Andrew McMillan

raise the bar[®]

Service or Experience



Customer Experience

- Product or service
- Process (how easy are you to do business with?)
- Channel (how easy are you to access?)
- Engagement (how did it feel?)



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What is Customer Engagement?

The experience delivered by the staff is so consistently good that the staff become the organisation or brand in the eyes of its customers

Six Steps of Engagement

- **Define**
 - What the organisation wants to be in terms of personality and behaviour for both customers and staff – this definition created by the staff that have to deliver it
- **Measure**
 - Measure the outcomes of the desired behaviours to track progress and deliver improvement
- **Communicate**
 - Internal communications to regularly reinforce the personality and behaviours of the business
- **Lead**
 - Leadership focus to embed and develop the behaviours
- **Reward, recognition and appraisal**
 - Recognition and appraisal to report on behaviour, not just outcomes
- **Recruitment and Induction**
 - Based on the defined behaviours
 - Assessment centres
 - Competency interviews

**Success means never letting the
competition define you.**

**Instead you have to define yourself based
on a point of view you care deeply about.**



Virgin's service comes from deep within. It embraces and captures the best people, it empowers them with trust to respond at defining moments, it seduces you, it makes you laugh and challenges conventionality.

We make sure we keep it up day in and day out.



THE RITZ-CARLTON®

**Welcome, Wanted,
Remembered, Cared For**

“If you think you’re in control, you’re not going fast enough.”

Mario Andretti, F1 Racing Driver

Leadership

“If you’re not serving the customer, your job is to be serving someone who is.”

Jan Carlzon, ex-CEO SAP Group

People and their managers are working so hard to be sure things are done right that they hardly have time to decide if they are doing the right things.

Two Elements

- What you do (management)
- The way you do it (leadership)

**Leadership is a performance.
You have to be conscious of your
behaviour, because everybody else is.**

Inspirational Leadership

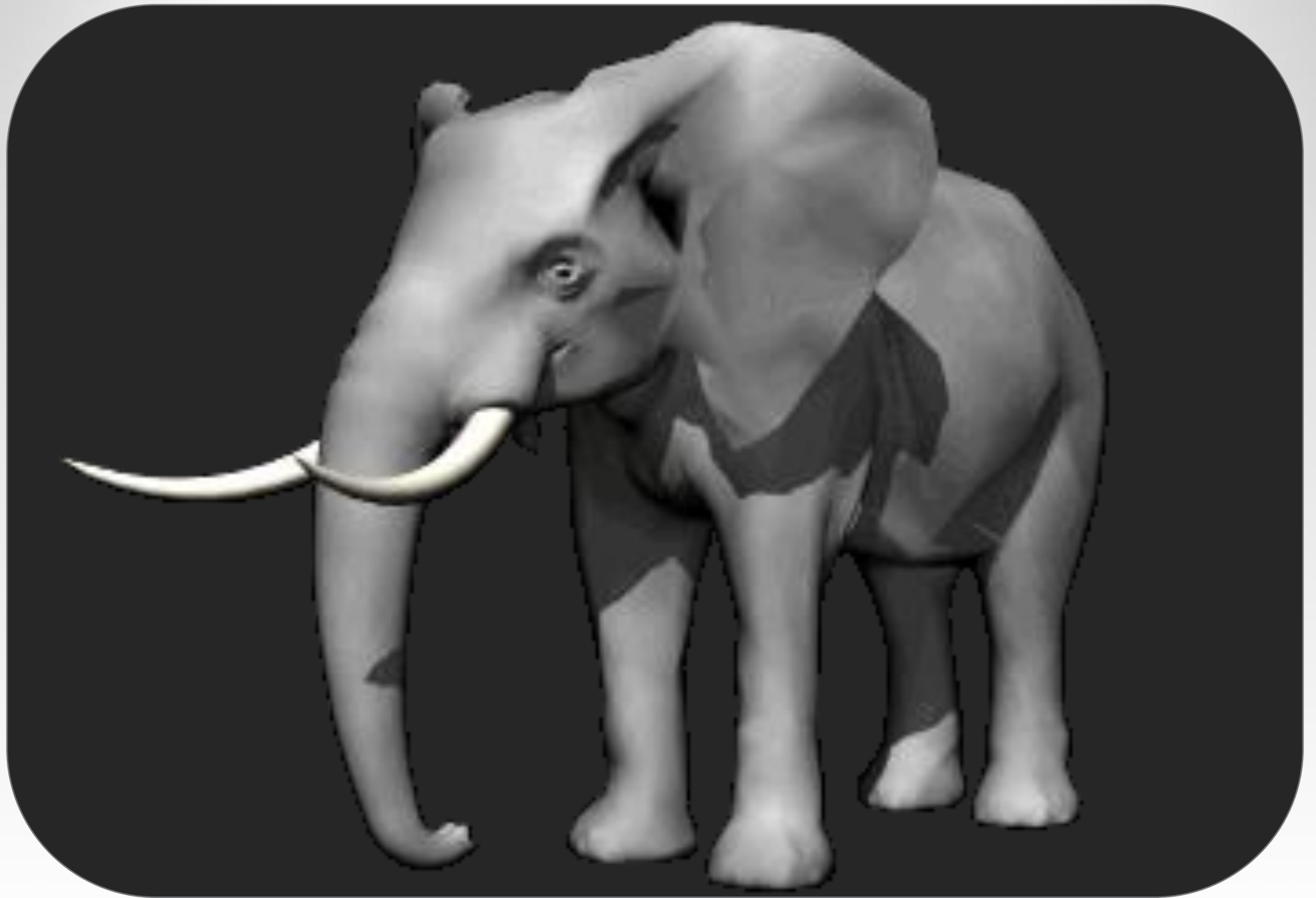
Communicate in person

Walking the floor

Visible presence

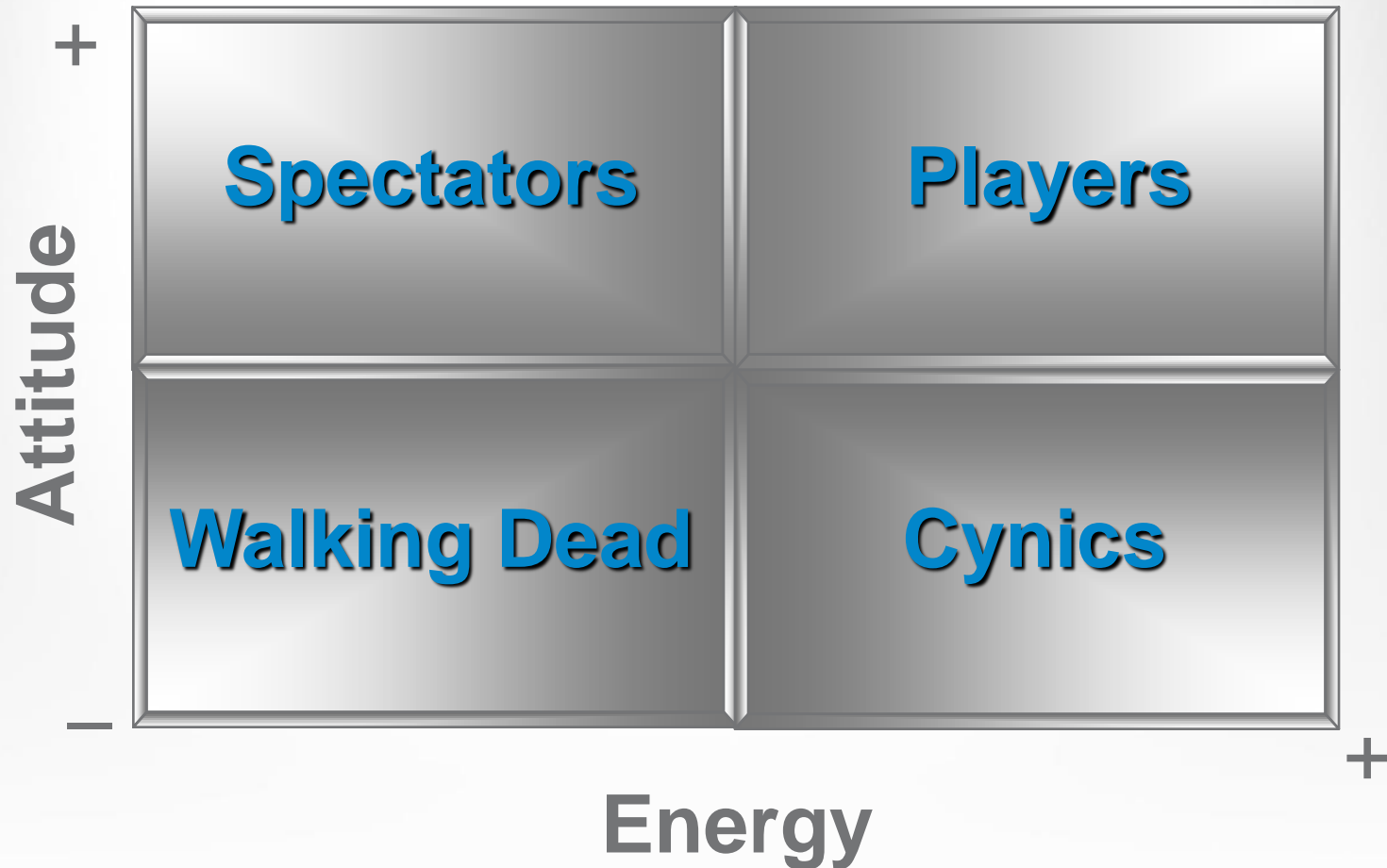
MBWA





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Your Options



100% Truthful.....

100% Kind



John Lewis

John Lewis

A Great Place To Work

The Partnership's ultimate purpose is the happiness of all its members, through their worthwhile and satisfying employment in a successful business.

A Great Place To Shop

The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service.

Hire For Attitude.....

Fire For Attitude

Do What You Think Is Right

Are Your People a Good Experience?

Customer comment – tangible

- “It’s always the first place I go”
- “I shop here for everything”
- “Staff are continually helpful & have time for you”
- “It’s the only store where staff are knowledgeable”
- “Can get the same goods elsewhere but not the same level of service”

Customer comment – intangible

- “A certain atmosphere when you walk in”
- “JL is not just a shop - it’s like home!”
- “I’ve known you all my life”
- “Safe and comfortable”
- “I trust the store”
- “I feel at home”

Customer comment

**“.....it’s my spiritual home,
when I die I’ve asked my husband to sprinkle
my ashes here”**

Random Acts Of Kindness

- To tell Legendary service stories
- Each branch to take the opportunity to do something out of the ordinary once a month
- Random acts of kindness will then occur almost daily

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