

TRACK TRAINING TIPS NO. 38

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'Developing and Managing a Customer Service Culture'

As existing and new clients continue to ask for 'standard' Customer Service training for their front line staff ie skills based training, one or two 'truths' have become increasingly clear.

Customer service really is one of the few areas where serious added value can be gained

Most organisations still don't make a great job of it (I'll tell you about me recent experiences with a well know high street travel agents!)

Transfer of learning back to the workplace is very much a function of the internal culture of the organisation

What has become very clear following some research into the style of many of these organisations, is that they do not have a **culture of internal Customer Service**. Effective Customer Service starts in-house with a recognition of the internal customer, the need for standards, measurement and a philosophy of continuous improvement.

In economically difficult times it is even more challenging than usual to offer business differentiation through your cost and products. What you can, and must offer, is differentiation through the quality of your Customer Service.

This has led to the production of a new initiative which I have successfully delivered for the W.M.L.G.A. in Birmingham. I would like to share the initial process model with you in the hope that this will be of value.

- ▶ Decide your Service Strategy
 - Style
 - Vision
 - Values

- ▶ Undertake Customer Research
 - Listen to customers, staff and act
 - Focus groups, surveys, comment cards
 - Observe the competition

- ▶ Employ the Right People
 - Personality, Attitude, Behaviours

- ▶ Articulate Your Service Standards
 - Operational, behavioural
 - Objective, measurable
- ▶ Train In The Standards
 - Induction, regular training
- ▶ Provide Excellent Leadership
 - Positive, inspiring management
 - Live and breathe your values
- ▶ Measure And Monitor
 - Ongoing reviews (managers)
 - Ongoing feedback (customers)
 - Measurement tools (mystery customer assessments)
- ▶ Analyse Results and Act
 - Identify future training needs
 - Develop customer service action plans
 - Undertake ongoing improvements

If you would like to find out more about how Customer Service can add real value to your organisation, then as ever, give me a call on 01785 823583 or visit us on the web at: www.tracktrainingservices.co.uk