

PIASECKA  ŻYLEWICZ

selective training

Customer Centricity

Customer Centricity

In today's world the customer can do so much. The internet and new technologies offer not only the access to product and service information and prices, but also allow for open expression of one's opinions and emotions related to a given brand.

With increasing competition and significant access to products and services, the price and the quality stopped being the decisive criterion for consumer's decisions.

Within this perspective, Customer Centricity strategy will allow you and your organization to stand out of the market. The client will get a very favourable impression in the contact with your brand – so favourable that they will remember it for a long time.

2

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Placing the client in the centre and giving them the sense of premium level service shall fulfil 70% of the clients impression, which, during the sales process, depends on how the client is treated.¹

3

High quality of communication, shared values, authentic interest, listening to your client and co-creating the brand are but a few of the elements that build this impression.

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¹ https://www.iopenerinstitute.com/media/73185/iopener_institute_gen_y_report.pdf

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The impression later on translates into the client's long-term engagement in your brand. As every person likes feeling important, regardless of whether they are buying a car, clothes, shoes, cosmetics, of dinner grocery shopping in the nearby supermarket, they will always value premium level customer service

Still, the "clients" are not only the consumers who make the purchase. These are also the employees, the management team, suppliers and partners. The culture of your organization, the management style, internal communication of your company translates into communication and relations with external clients.

4

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This is why it is advisable to take the following steps when building the strategy of placing the client/the person in the centre of attention:

- Creating organizational culture based on values which are truly observed in everyday work
- Deciding on a sentence, a motto, which will authentically show the company's mission, and which the workers and clients can identify with
- Implementing management style that puts the client/the person in the centre
- Investing in exceptional client service (WOW client service)
- Embracing an effective communication strategy with external and internal clients

5

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Our model – WOW Client Service

Exceptional client service is much more than a collection of rules for service which is above the standard. This is rather a strategy that aims at maximizing the organization results and at building positive long-term client relations. The WOW impression on the client service level becomes your trademark and gives your organization an exceptionally positive recognition on the market.

6

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Our model

Values, strategy, motto

Starting from what values are important in your organization and how they translate into working with clients, through the central motto (a good example is the motto of Ritz Carlton, a luxury hotel chain recognized for exceptional client care – “We are ladies and gentlemen serving ladies and gentlemen”²), to a customized and brand specific strategy of placing the client at the centre.

7

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² <http://www.ritzcarlton.com/en/about/gold-standards>

Our model

Management that places the person at the centre

We know from neuropsychological studies that people can sense the attitudes and related emotions of their leaders³. Engagement, authentic interest in another person (internal or external client), believing your work makes

sense, identifying with the aims and mission of the organization: your managers and leaders may inspire with that – or not. It is worth to grab this chance, working with them on the level of attitudes, inspiring them for change towards Customer Centricity, in order to equip them with the practical tool that supports the implementation of exceptional client service among teams.

8

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³ Ralph Adolphs, 2009: The Social Brain: Neural Basis of Social Science

Our model

Exceptional Client Service

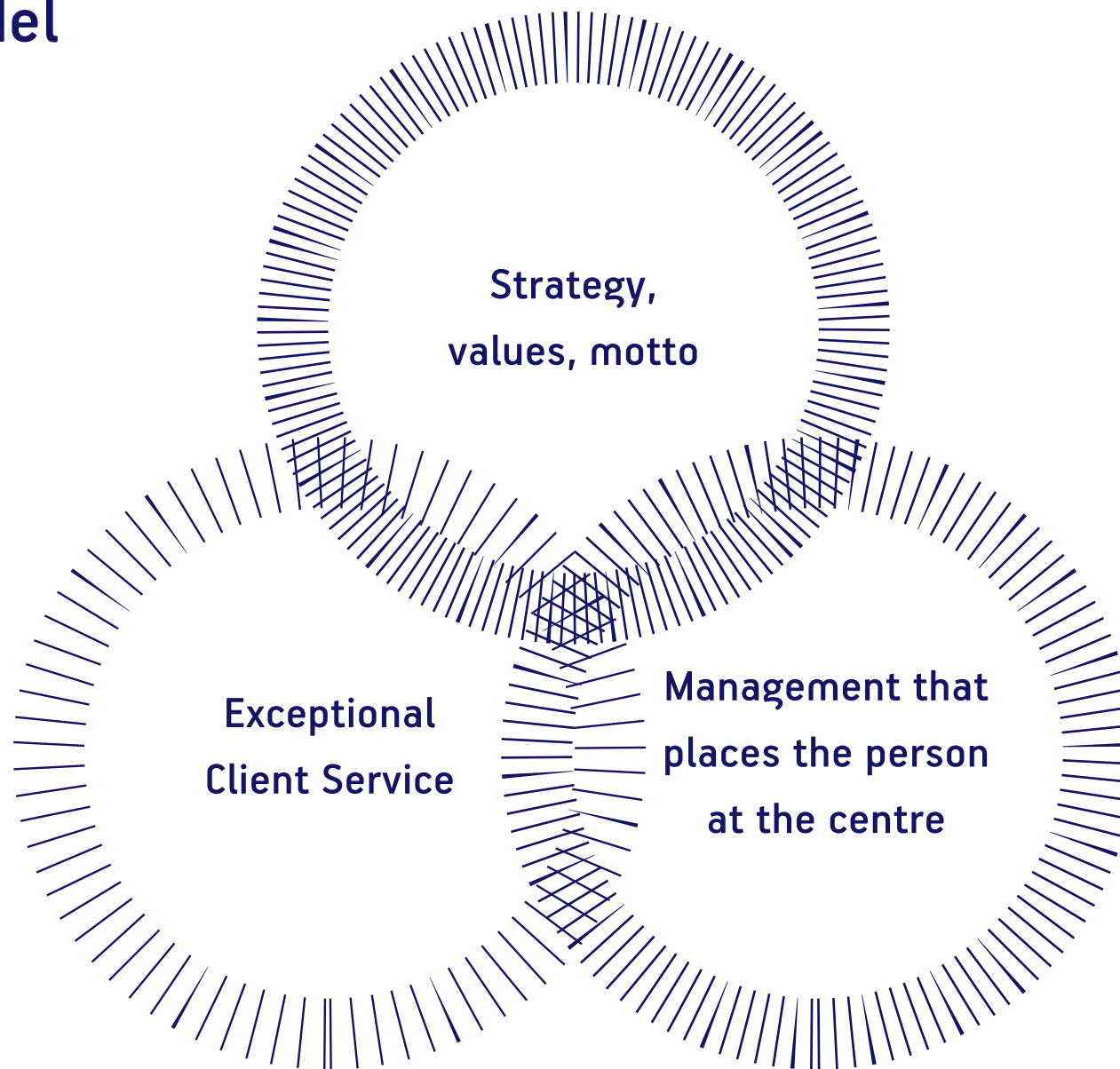
Employees who have direct contact with the client – at a showroom, shop, service centre or over the phone – participate in multiple staged skills development process of exceptional client service. The content of the process is consistent with the workshops, inspirations and support dedicated to the managerial team. We start with designing the rules for client service together, writing them down and defining how to implement them, move on to the studies that verify change implementation and finish off with subsequent stages which provide even more specialized skills and knowledge on how to implement the WOW Client Service.

9

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Our model



10

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What can you do together with us?

The WOW Client Service Project

A multiple level change implementation project for your organization (top management, work with advisors, consultants, representatives) to let you become a leader of your branch who stands out with their exceptional client service.

11

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Good customer service begins at the top.

If your senior people don't get it,
even the strongest links further down
the line can become compromised.

Richard Branson

12

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What can you do together with us?

Consulting and coaching

—— Strategy and approach

We support Boards and Sales Managers in creating Customer Centricity strategy and in exceptional client service

—— Customer Centricity coaching

We run individual coaching sessions for managers implementing the strategy of placing the customer /the employee at the centre.

13

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What can you do together with us?

Training, workshops, conferences

Our training sessions consist of workshops tailored for your brand, inspiring your people on how to be Customer Centric. In large conferences for whole departments; in meetings for the managerial teams – we co-design the strategies and learn the methods for placing the person at the centre, so that it benefits teams, organizations, clients, partners and suppliers

These can also be very interactive, full of games, experiments and surprising riddles training session that will make those who have direct contacts with clients know and understand why it matters to invest in exceptional client service, how to do it, and what specifically should happen so that the clients see that they get premium level service.

14

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What can you do together with us?

Presentations

In large regular conferences, in sales teams meetings, or in front of the whole company, often accompanied by the management team – we often run presentations which inspire people to be Customer Centric. We direct the events so that they have interesting form and interesting content, so that the whole event not only presents professional information, but that it also engages through authenticity, humour and usefulness in everyday work.

15

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Our successes in Customer Centricity – case study

The aim: to move client service to the premium level, and therefore to increase sales effectiveness for an optics branch Client

16

We prepared all of the employees of showrooms for even better work according to the rules of exceptional client service. We designed an exceptional service handbook dedicated to the Client and we conducted a multiple level training and consultancy project that supported change.

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Actions

- We were working on the project as consultants and advisors with the Client team two months before the project itself started
- We based our actions on the “Mystery Client” study
- We designed outstanding workshops which engaged even the most experience workers. The post workhop survey reported 97% satisfaction
- We used games and other interactive tasks
 - We dealt with values at work, building employee engagement and pride
 - We built on psychological experiments, broadening the knowledge and training the skills of participants
 - We worked on very practical techniques that prove useful in everyday work
 - We designed actions for managers that support the monitoring of change implementation

17

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