

From Traditional Frontline Personnel to Brilliant Customer Success Team

By James “Alex” Alexander



BEFORE WE GET STARTED



- The Webinar is “listen only” and is being recorded
- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console
- Visit the Service Strategies Network group on LinkedIn to continue today’s discussion

ABOUT SERVICE STRATEGIES



- **Service Strategies provides consulting, training, standards and certification programs that help you better serve your clients**
- **Global organization with partners in Australia, China, Netherlands, Nigeria, UK**
 - **Consulting and Strategic Advisory Services**
Guidance to assist companies in improving eService, Support, Field Service and Professional Services operations
 - **The Service Capability & Performance (SCP) Standards**
Recognized as the global benchmark of service excellence. The SCP Standards have been deployed by leading service organizations worldwide for the past 18 years
 - **SCP Career Certification and Training Programs**
Over 5,000 service professionals worldwide have attained certification under our industry leading training and certification programs

JAMES “ALEX” ALEXANDER



Education:

- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus was on accelerating learning.

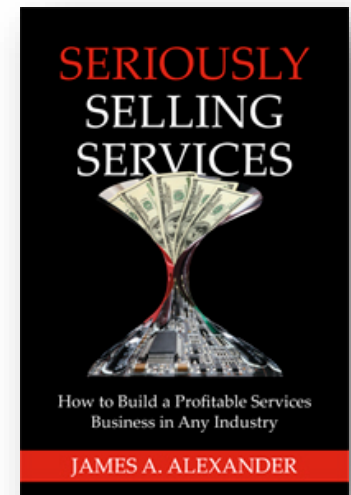
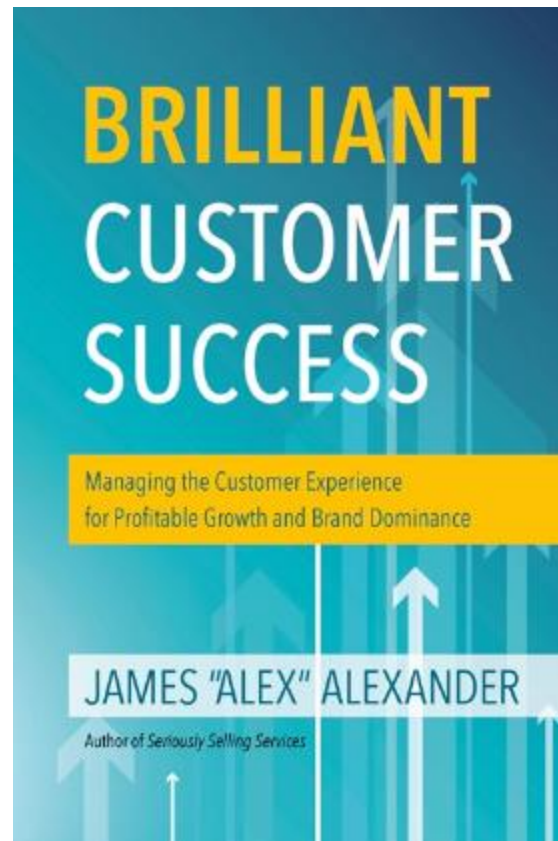
Professional experience:

- In 1994 founded Alexander Consulting (a boutique consulting firm focused on building brilliant services businesses within product companies).
- Hands-on consulting (customer success, customer experience, service quality, sales effectiveness, culture change).
- Business partner with Service Strategies on all things regarding account management.
- The services pundit for IBM's 2003 Global Services Headlights program.
- Served for six years as AFSMI's (global services non-profit association) vice president of professional services.
- E-business subject-matter expert for the four-year duration of the U.S. Commerce Department's Inter-American E-Business Fellowship Program.

SAMPLE CLIENTS



RESEARCHED BASED...FIELD PROVEN

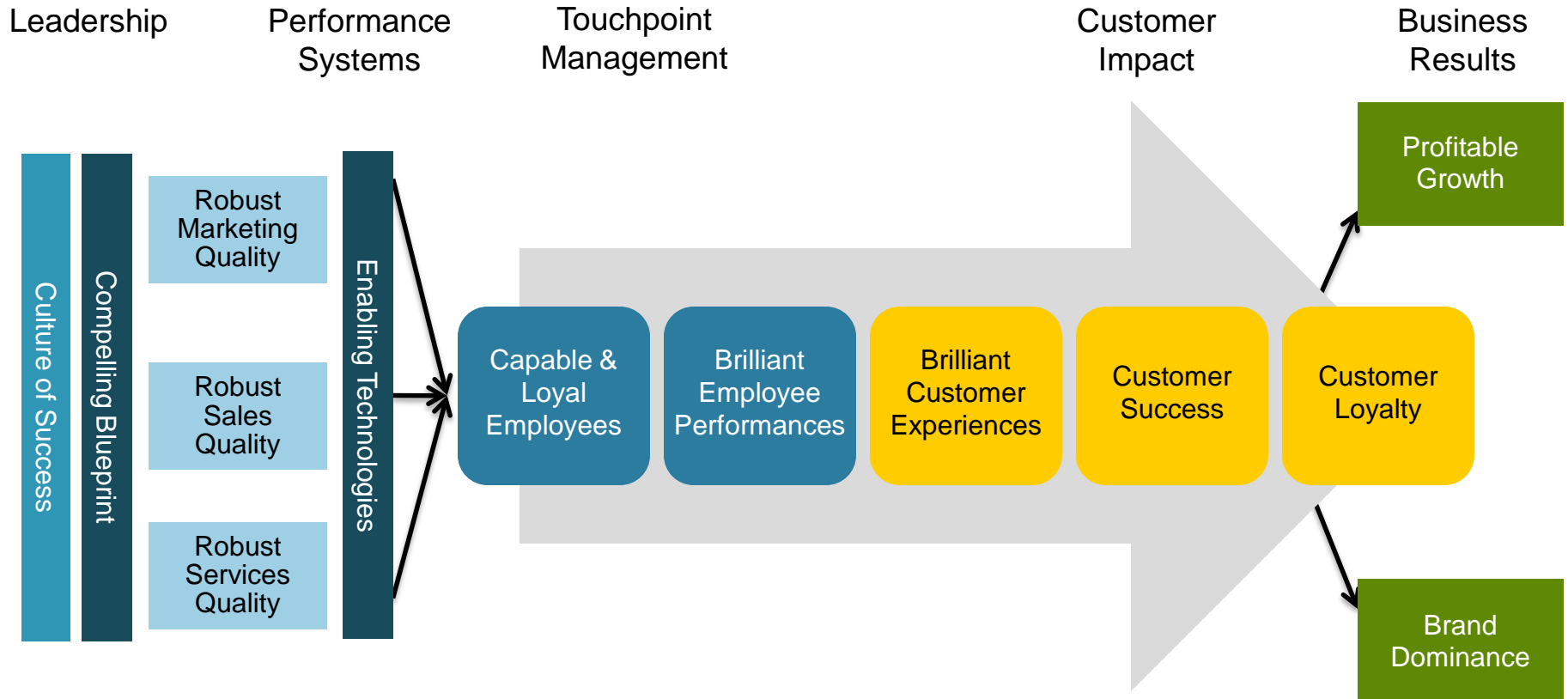


CUSTOMER SUCCESS IS PERSONAL

A customer state of mind in which a key player feels she has achieved her desires (business outcomes and personal wins) while undergoing brilliant customer experiences.

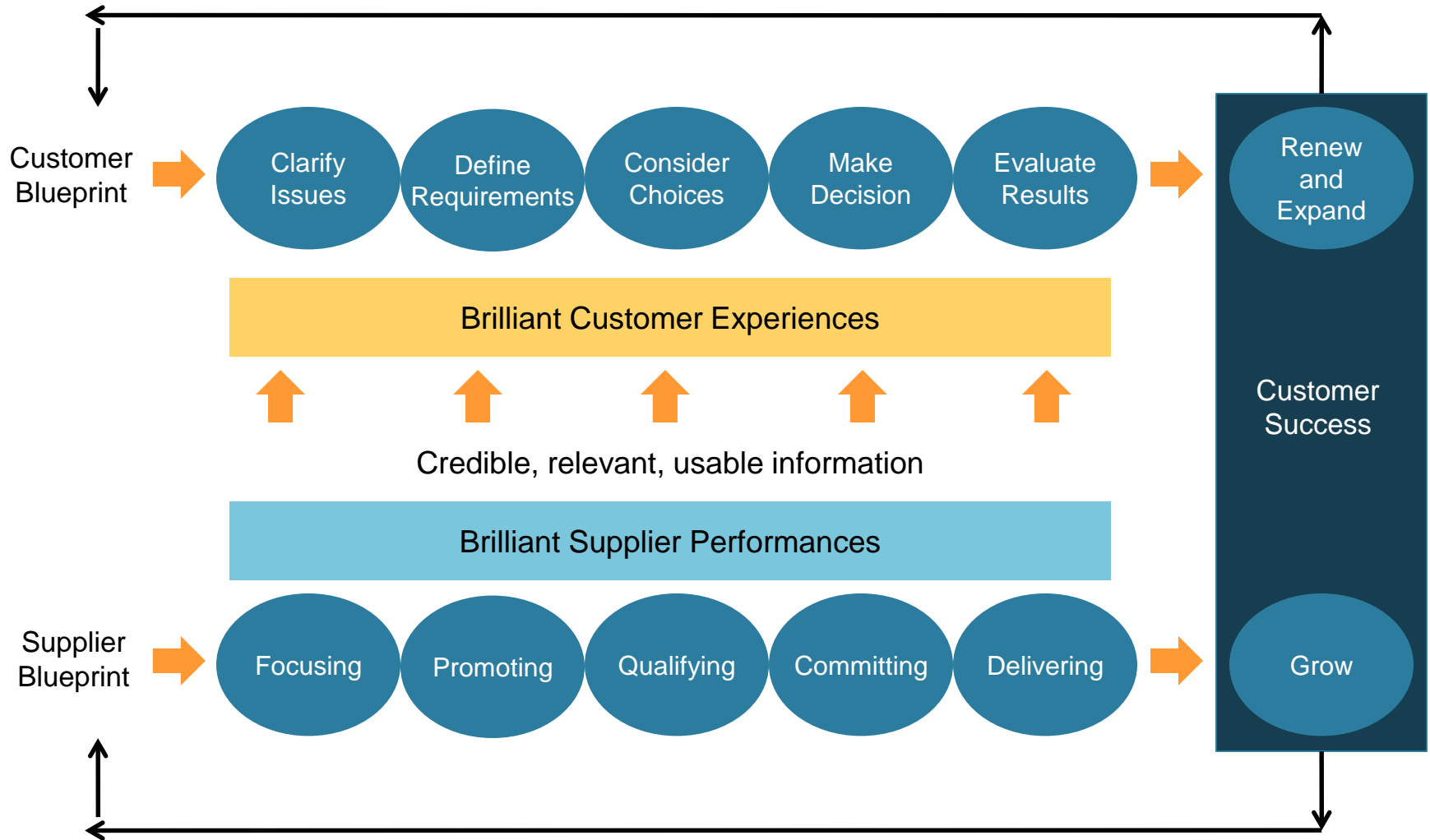


THE BRILLIANT CUSTOMER SUCCESS PERFORMANCE CHAIN



Source: Alexander, James. 2015. "Creating the Brilliant Customer Experience – Part One: The Brilliant Performance Chain."

TOUCHPOINT MANAGEMENT: MOMENTS OF TRUTH ARE EVERYWHERE



FRONTLINE LEADERSHIP BEST PRACTICE

Cover all touchpoints.



FRONTLINE LEADERSHIP BEST PRACTICE

Take the hassle out of customer experiences.



FRONTLINE LEADERSHIP BEST PRACTICE

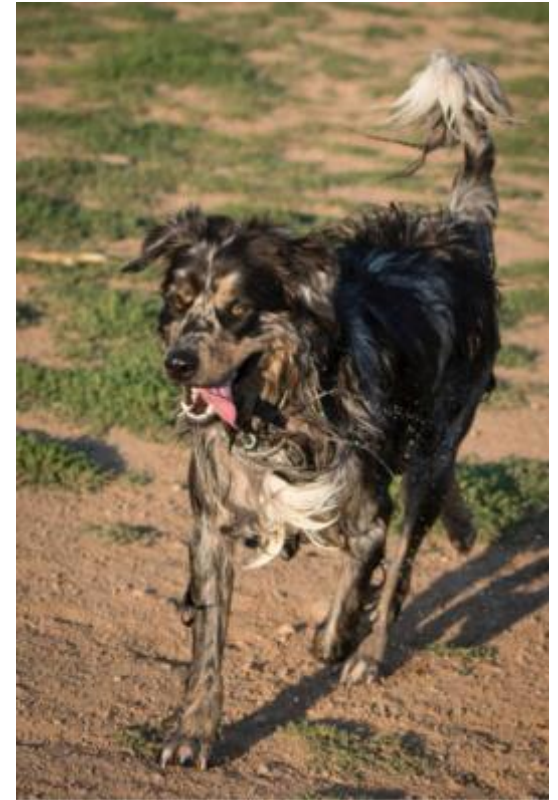
Shared goals and common destiny.



FRONTLINE LEADERSHIP BEST PRACTICE

Satisfying needs are nice, delivering solutions is good, and talking about outcomes is wonderful, but the best...

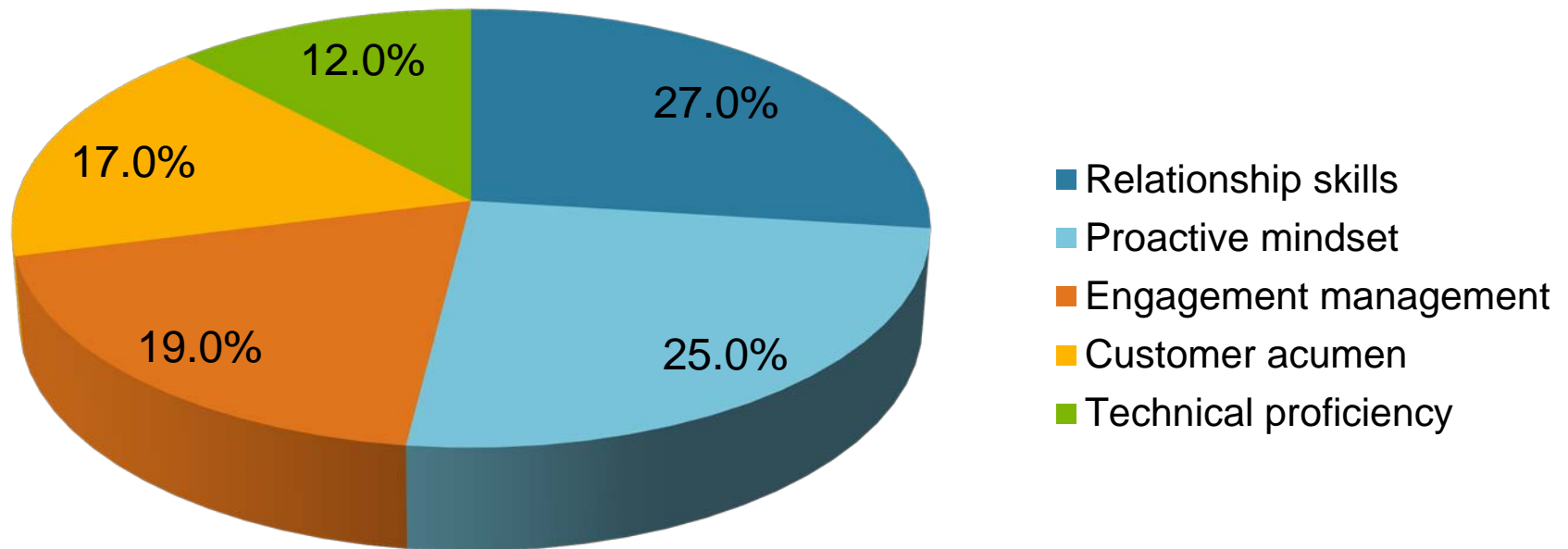
SERIOUSLY SELL SUCCESS



TRANSITION: FROM TRADITIONAL FRONTLINE PERSONNEL TO BRILLIANT CUSTOMER SUCCESS TEAM

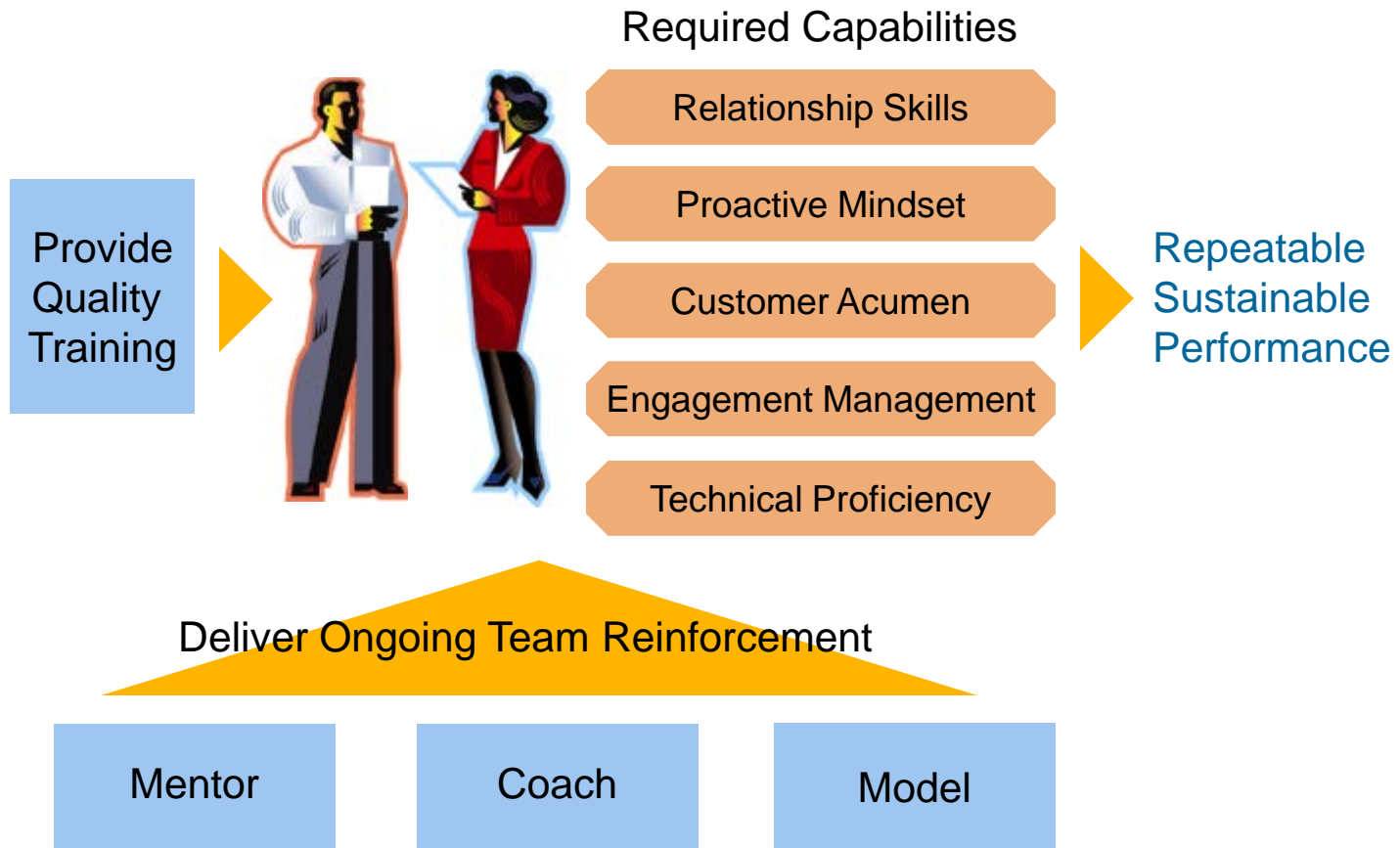
REACTIVE	+	PROACTIVE
TACTICAL	+	STRATEGIC
CONTROL	+	COLLABORATE
VALUE ADDER	+	VALUE CREATOR
TECHNICAL ACUMEN	+	CUSTOMER ACUMEN
PROFESSIONAL TRUST	+	PERSONAL TRUST
GOOD COMMUNICATION SKILLS		GREAT COMMUNICATION SKILLS

THE FIVE MOST IMPORTANT CAPABILITIES REQUIRED OF THE CUSTOMER SUCCESS TEAM



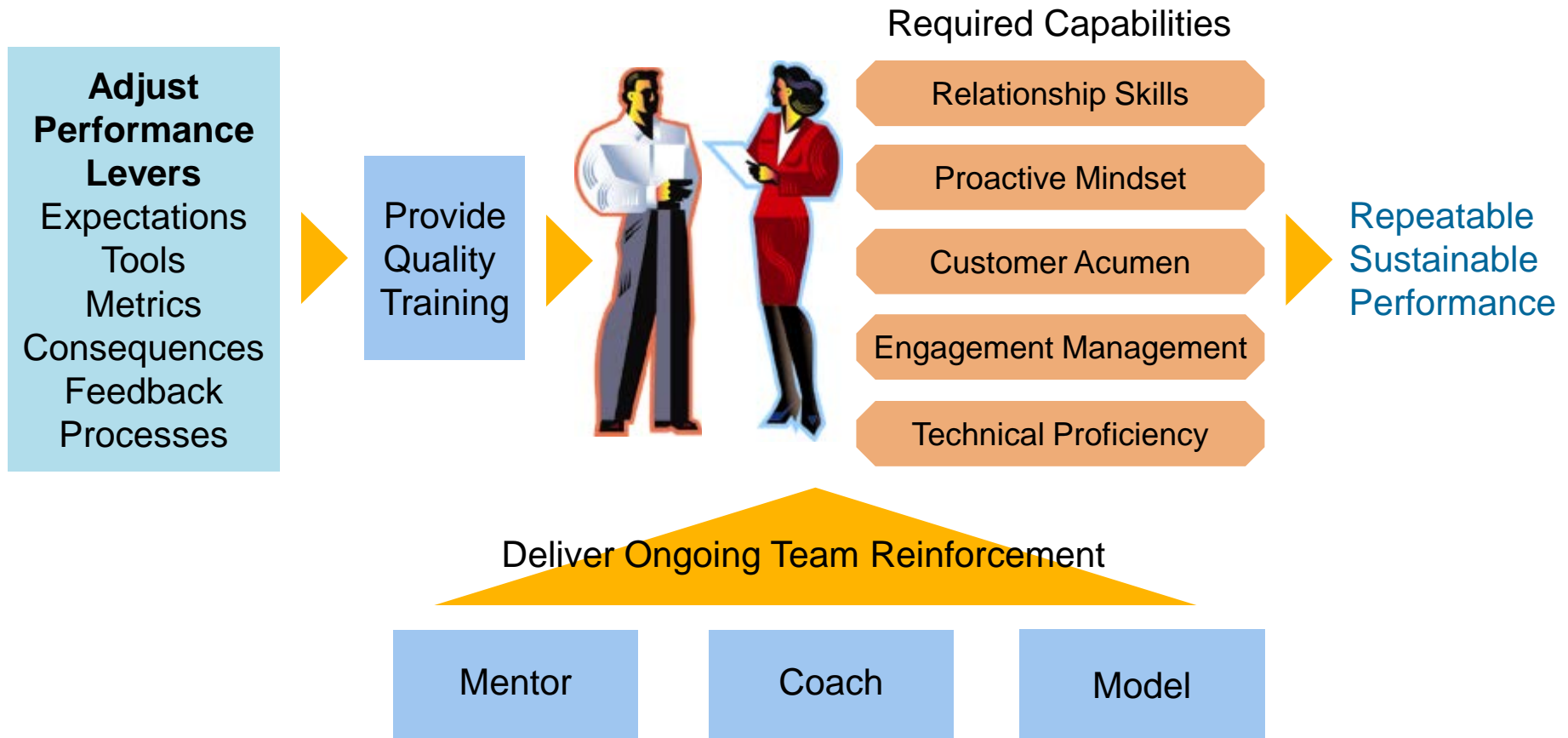
FRONTLINE LEADERSHIP BEST PRACTICE

Build and reinforce new capabilities.



FRONTLINE LEADERSHIP BEST PRACTICE

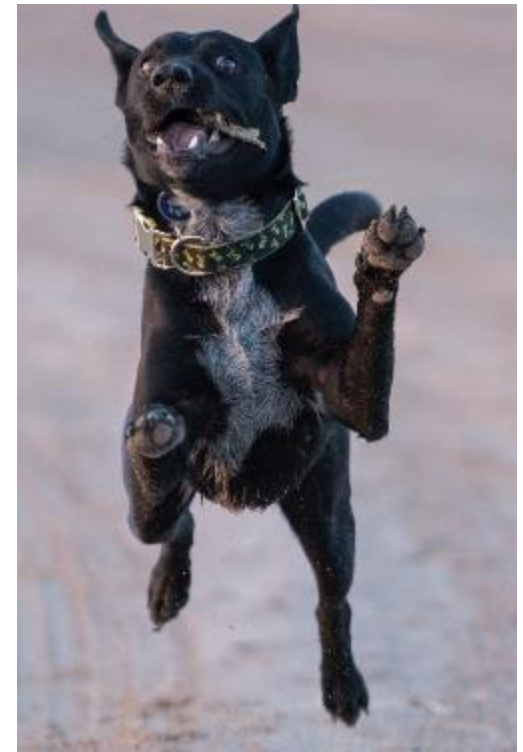
Adjust the performance system.



FRONTLINE LEADERSHIP BEST PRACTICE

Have a need for speed:

Measure time to try, time to adopt, time to value.



EFFECTIVELY LEADING TALENT

The five things your people want, expect,
and deserve.

1. To work for an organization they are proud to be associated with.
Question to contemplate: What can you do to build pride in your team?
2. To contribute.
Action step: Ask all your high-potential players what important issues/ideas/problems/opportunities they'd like to address and let them at it.
3. To be treated as the professionals they are.
Common sense: Treat professionals as professionals.

Source: *The E-Impact on Business Performance*. James A. Alexander. AFSM International. December 2000.

EFFECTIVELY LEADING TALENT

The five things your people want, expect,
and deserve. (continued)

4. To be treated fairly.

Reality check: Assume that everyone knows everything; then act accordingly.

5. No hassles.

Cold, hard reality: If you've hired the right people, they know more about their job than you do, so let them work. Remove obstacles; don't add more.

Source: *The e-Impact on Business Performance*. James A. Alexander. AFSM International. December 2000.

USE EDUCATION AS A STRATEGIC TOOL

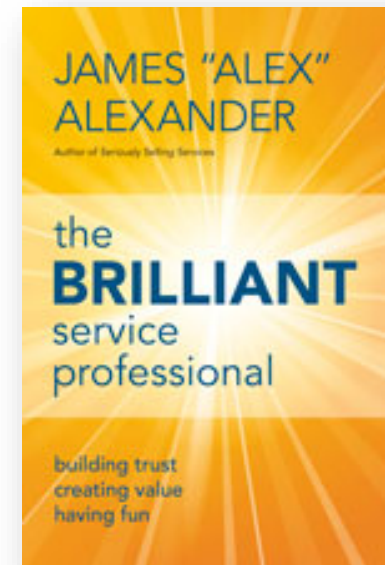
Ponder Point:

Often thought and sometimes stated: *“Cripes, what if I take my people out of the field and spend money to train them, and then half of them leave?”*

Appropriate response: *“What if you **don’t** train them and they stay?”*

INTERESTED IN LEARNING MORE ABOUT IMPROVING YOUR FRONTLINE PERFORMANCE?

January 6 & 7, 2017 -
Training in Orlando:
*The Brilliant Strategic
Account Manager:
Creating Customer
Success*



Q & A



THANK YOU!

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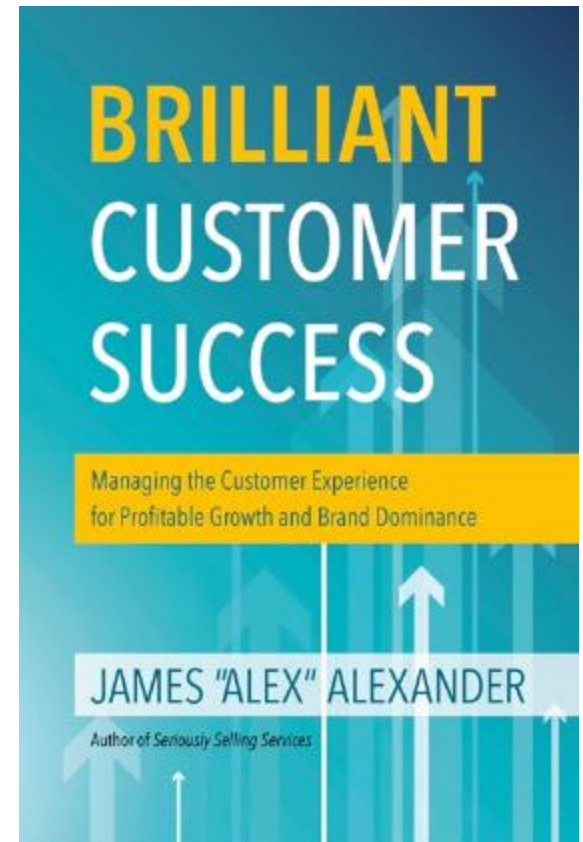
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