

CUSTOMER SUCCESS: THE LOST OPPORTUNITY



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, UK, Netherlands and Nigeria**
 - **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

YOUR PRESENTER: JAMES “ALEX” ALEXANDER

Education:

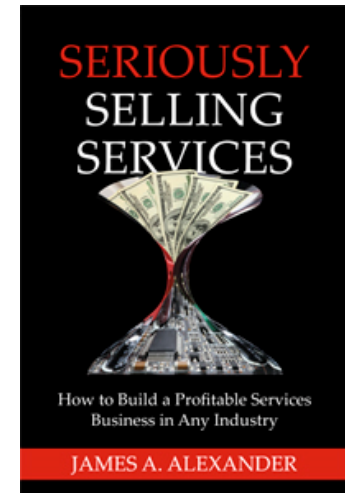
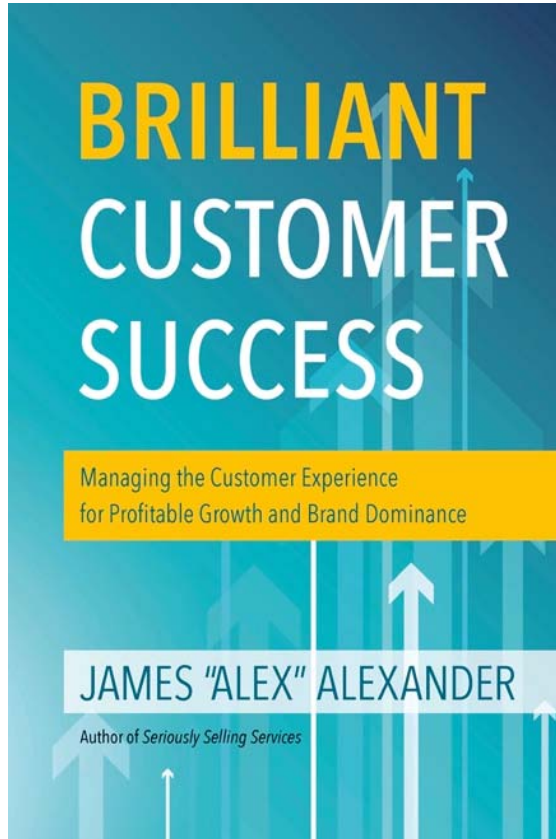
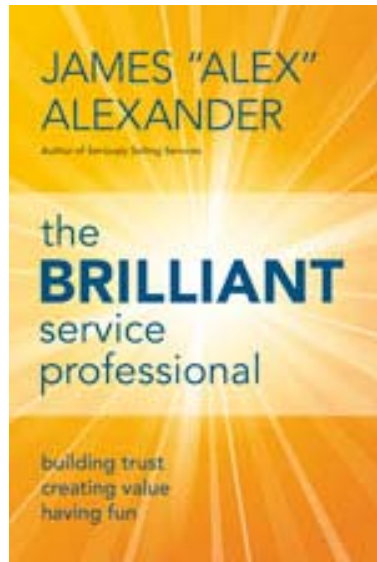
- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus on organization change and accelerating learning.

Professional experience:

- In 1994 founded Alexander Consulting, a boutique consulting firm focused on building brilliant services businesses within product companies.
- A Service Strategies business partner on all things SAM.
- The services pundit for IBM’s 2003 Global Services Headlights program.
- Served for six years as AFSMI’s (global services non-profit) as 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.
- Spoken, consulted, and trained on services in 21 countries.
- Has been designing training and learning systems for 24 years.



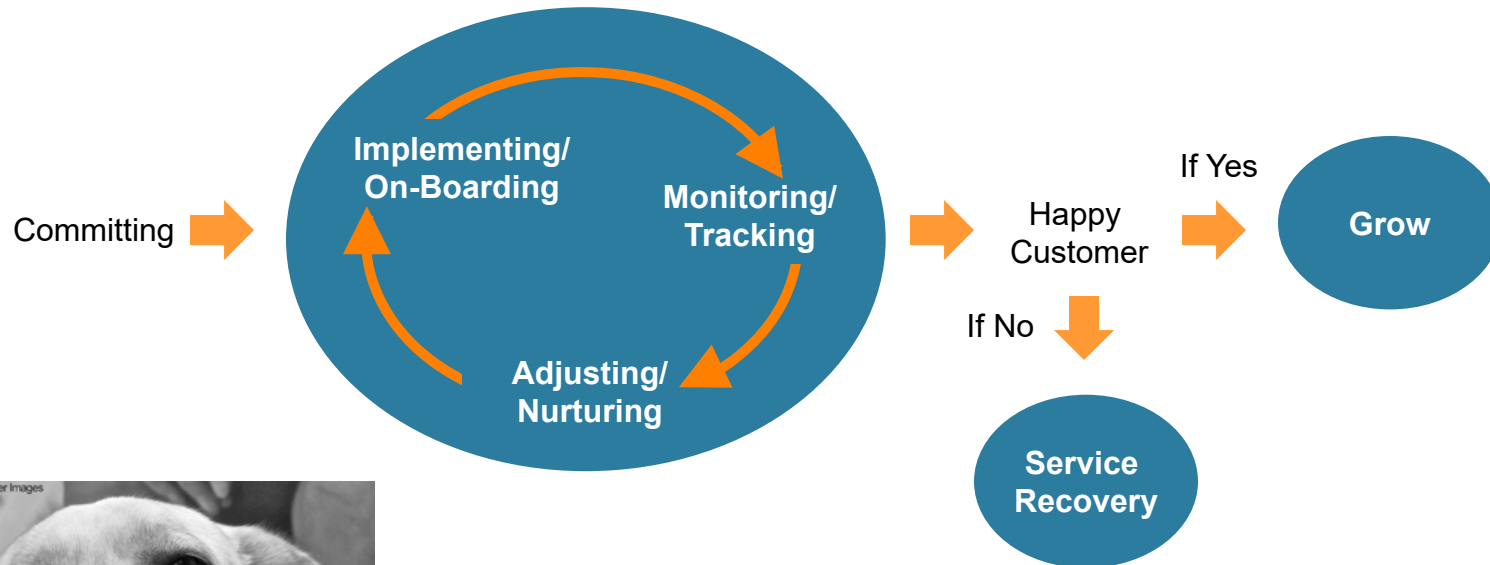
RESEARCHED BASED...FIELD PROVEN



LET'S LOOK AT CUSTOMER SUCCESS FROM A SLIGHTLY DIFFERENT PERSPECTIVE



WHAT REMAINS THE SAME? DELIVERING ON THE PROMISE



WHAT REMAINS THE SAME?

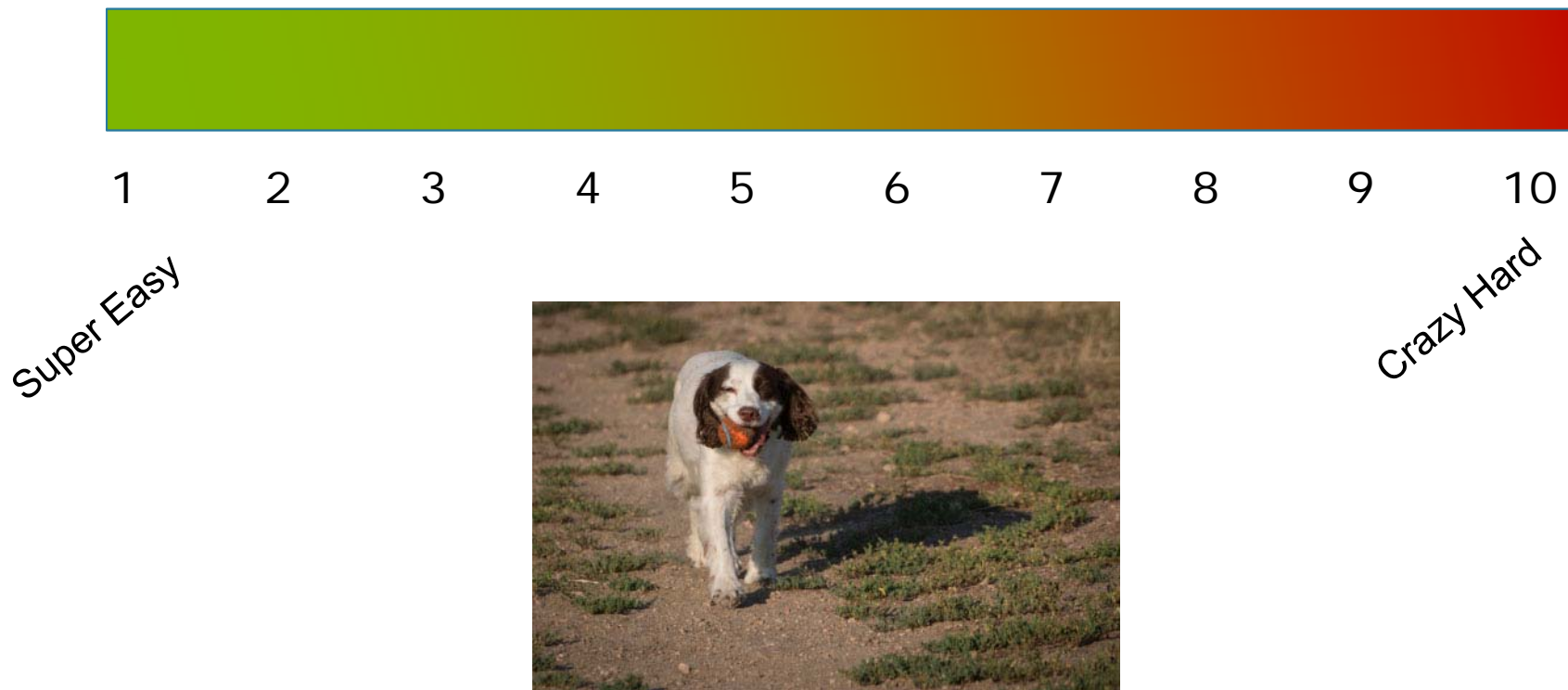


A need for speed:

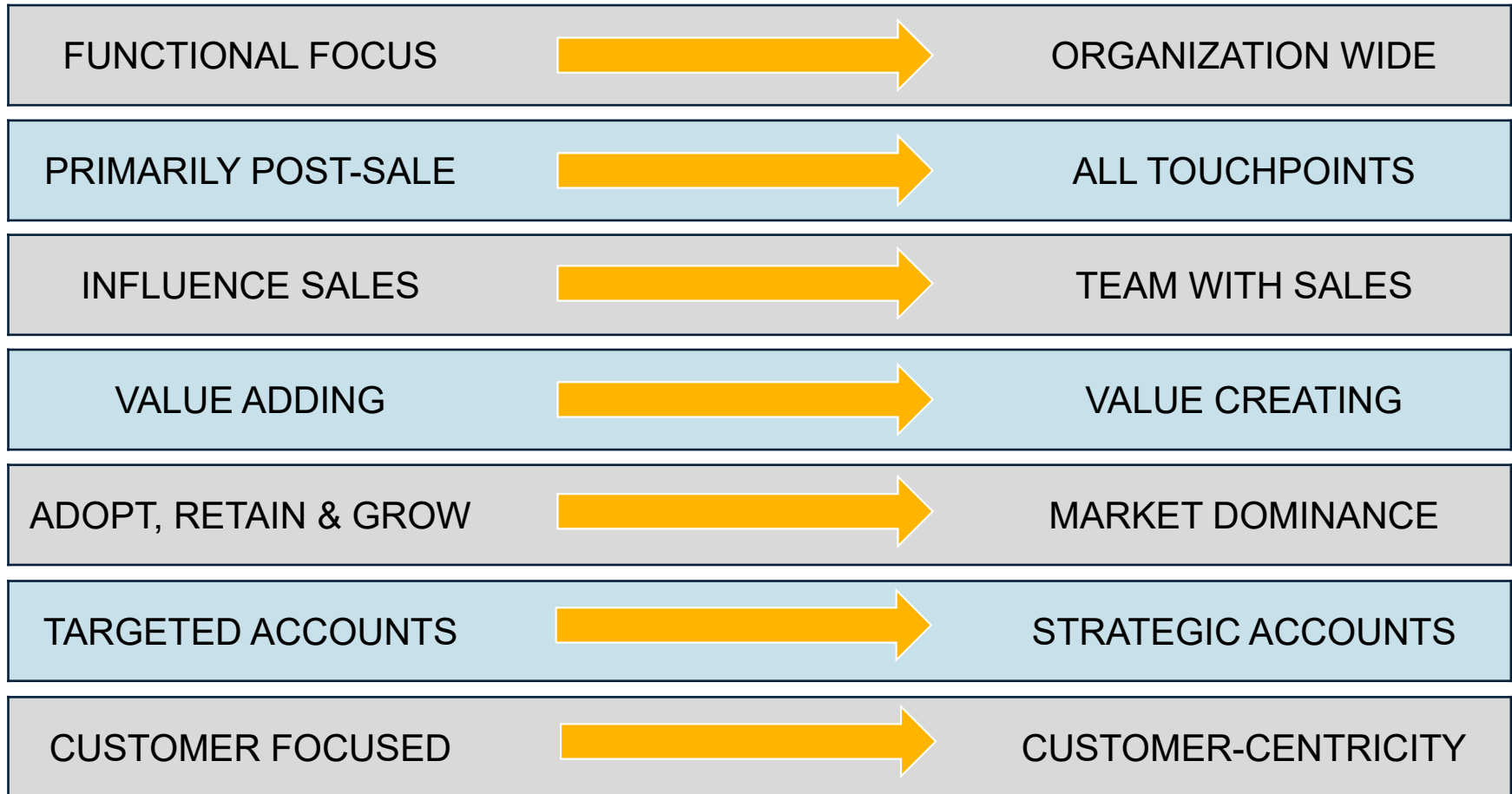
Time to try...time to adopt...time to value...time to loyalty.

WHAT REMAINS THE SAME? BE EASY TO DO BUSINESS WITH

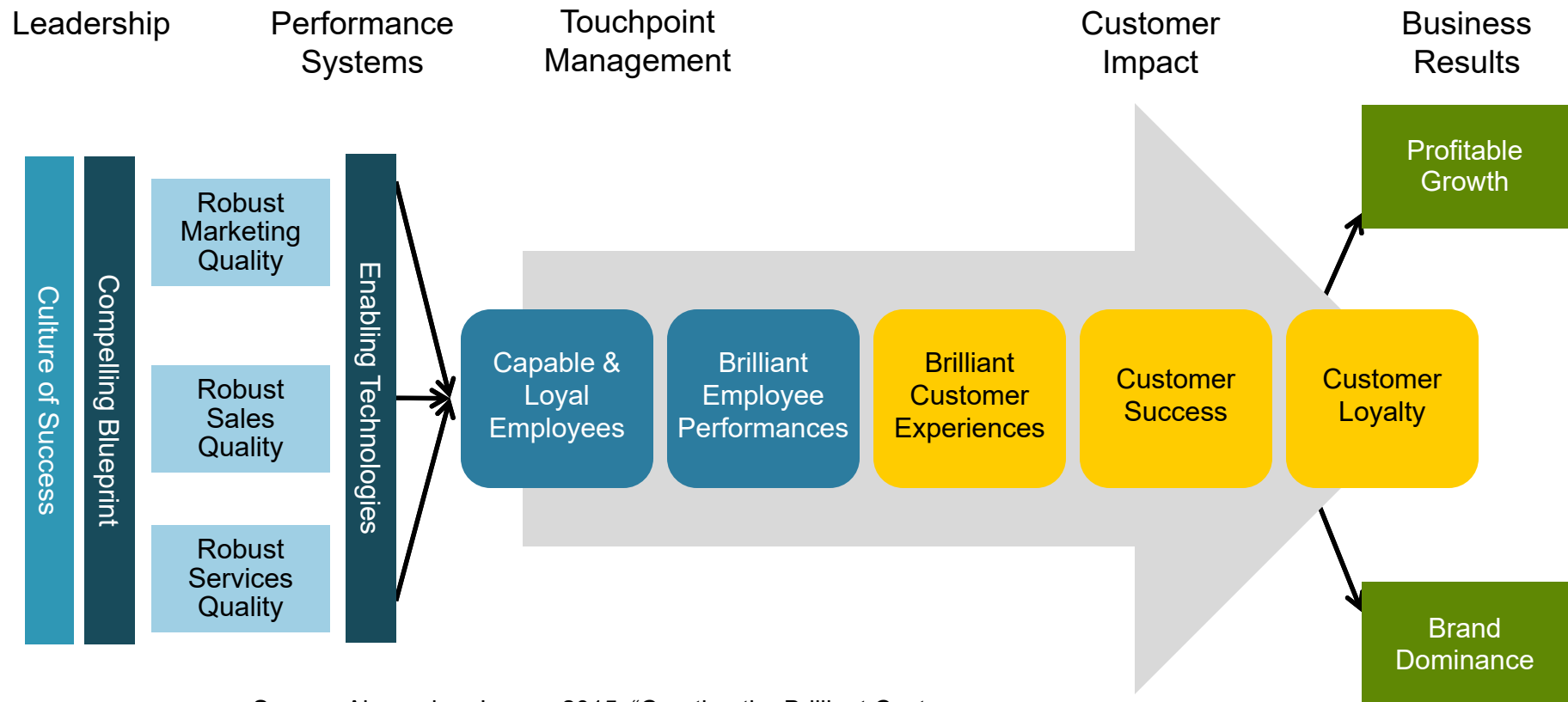
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FROM TACTICAL TO STRATEGIC CUSTOMER SUCCESS

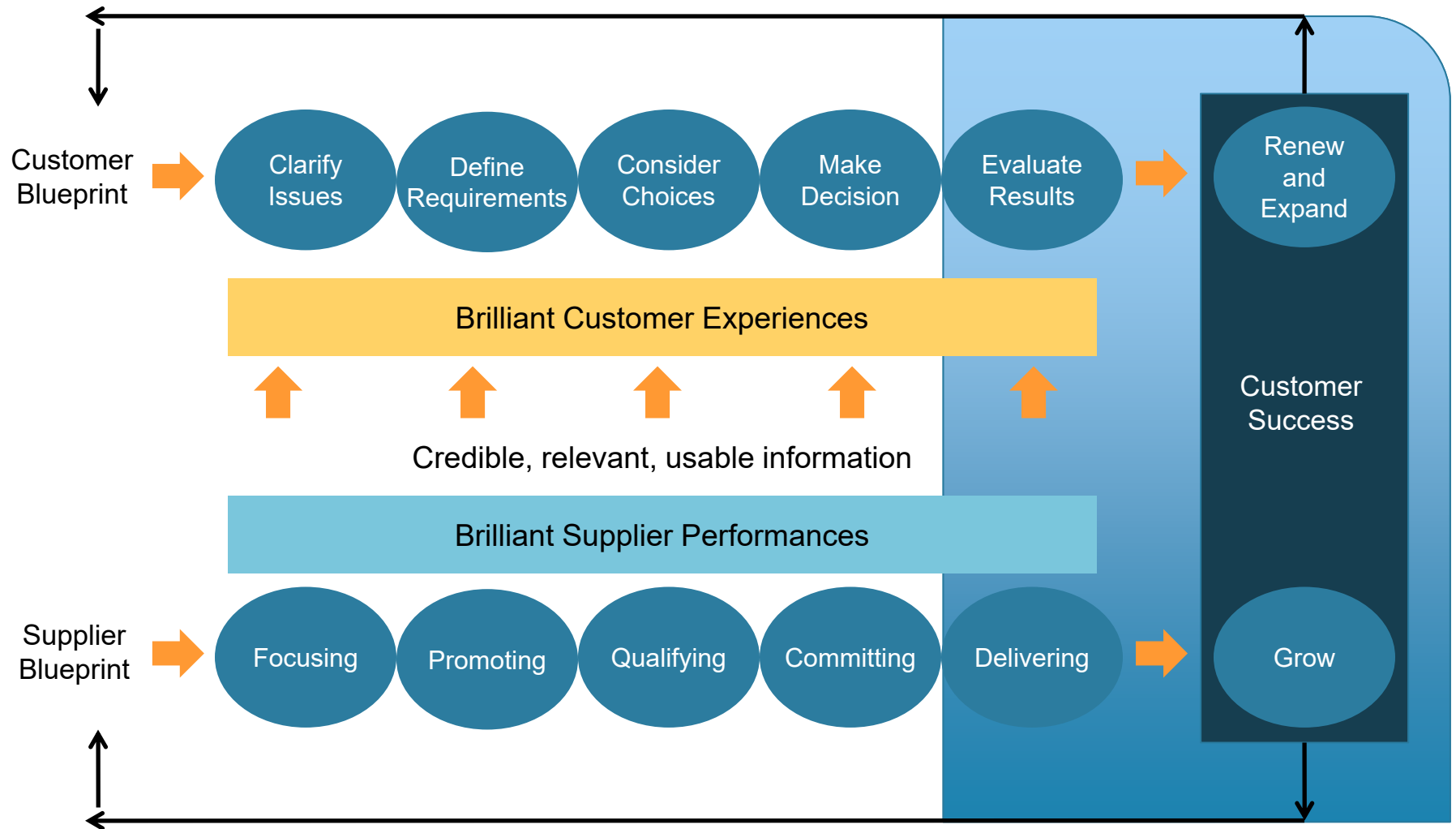


THE BRILLIANT CUSTOMER SUCCESS PERFORMANCE CHAIN



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

CUSTOMER SUCCESS DELIVERY PROCESS



PIVOTAL PITFALLS PREVENTING PERFORMANCE

- Holy proclamation.
- Calling your Dalmatians Schnauzers.
- Adding chaos in the kennel.
- Promising French champagne and Russian caviar...serving Ripple wine and salted peanuts.
- Parting of the Red Sea.
- Customer “happy talk.”



BRILLIANT CUSTOMER SUCCESS BEST PRACTICE: CATEGORIZE TO PRIORITIZE

Importance Category	Nice-to-Have	Want-to-Have	Must-Have
Desired Outcome	Tolerance	Acceptance	Success
Supplier Approach	Standard	Tailored	Custom



BRILLIANT CUSTOMER SUCCESS BEST PRACTICE

Common Goals and Shared Destiny



MORE BRILLIANT CUSTOMER SUCCESS BEST PRACTICES

- Let touchpoint management guide your action during all moments of truth.
- Train all members of your frontline team together on the same core skills. Yet, clearly define the handoffs between each step and who has responsibility.
- Measure the metrics that matter most: retention, growth, customer/employee loyalty, CX, and time to usage, time to value, time to loyalty.
- Get the big dogs off the porch—link executive compensation to customer success performance.



BRILLIANT CUSTOMER SUCCESS BEST PRACTICE

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

**SERIOUSLY
SELL
SUCCESS**



INTERESTED IN LEARNING MORE ABOUT CUSTOMER SUCCESS?

- Complimentary Article: *Customer Success: The Lost Opportunity* published on LinkedIn, plus several other customer success articles.
- Complimentary **Tools**: Customer success articles, performance tools, and links to past customer success webinars available at www.brilliantcustomersuccess.com.

Q & A



THANK YOU!

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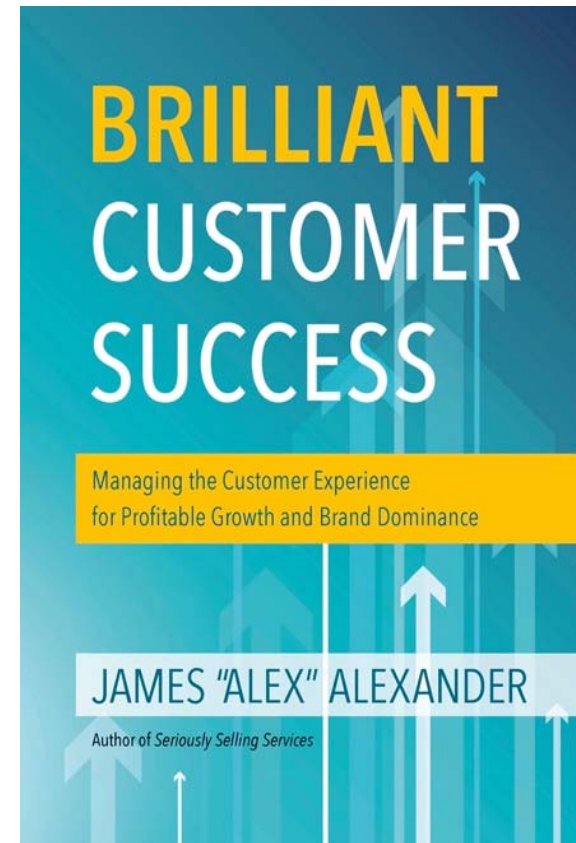
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