

LEADING CUSTOMER SUCCESS

Transitioning Tips and Techniques for Top Performance



By James “Alex” Alexander

BEFORE WE GET STARTED



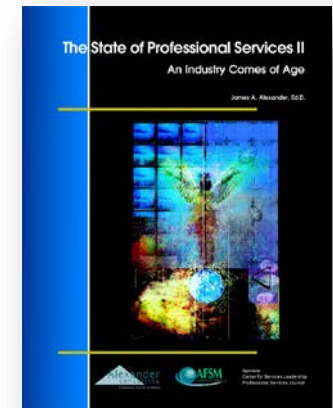
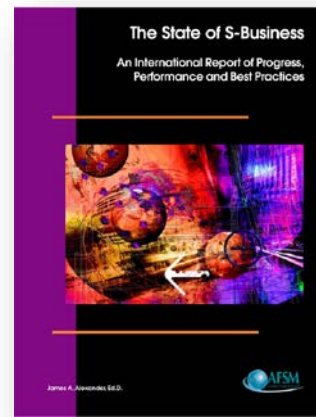
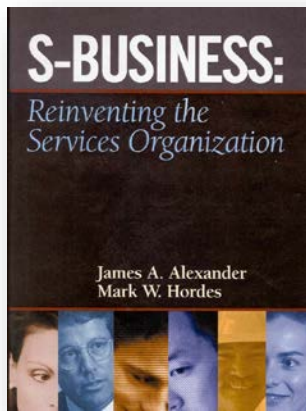
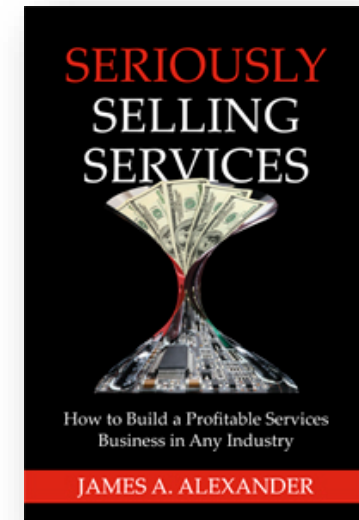
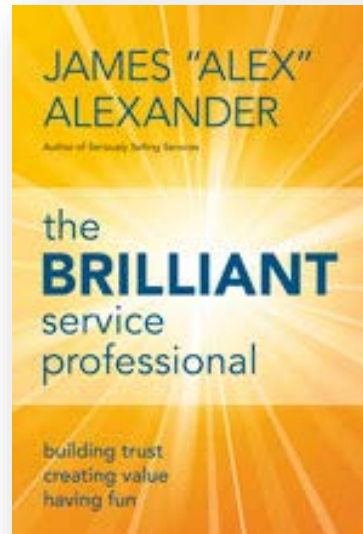
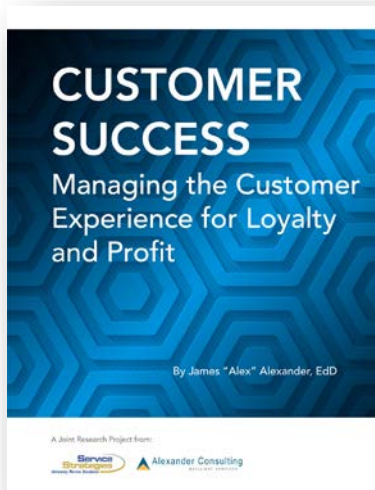
- The Webinar is “listen only” and is being recorded
- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console
- Visit the Service Strategies Network group on LinkedIn to continue today’s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

ABOUT SERVICE STRATEGIES

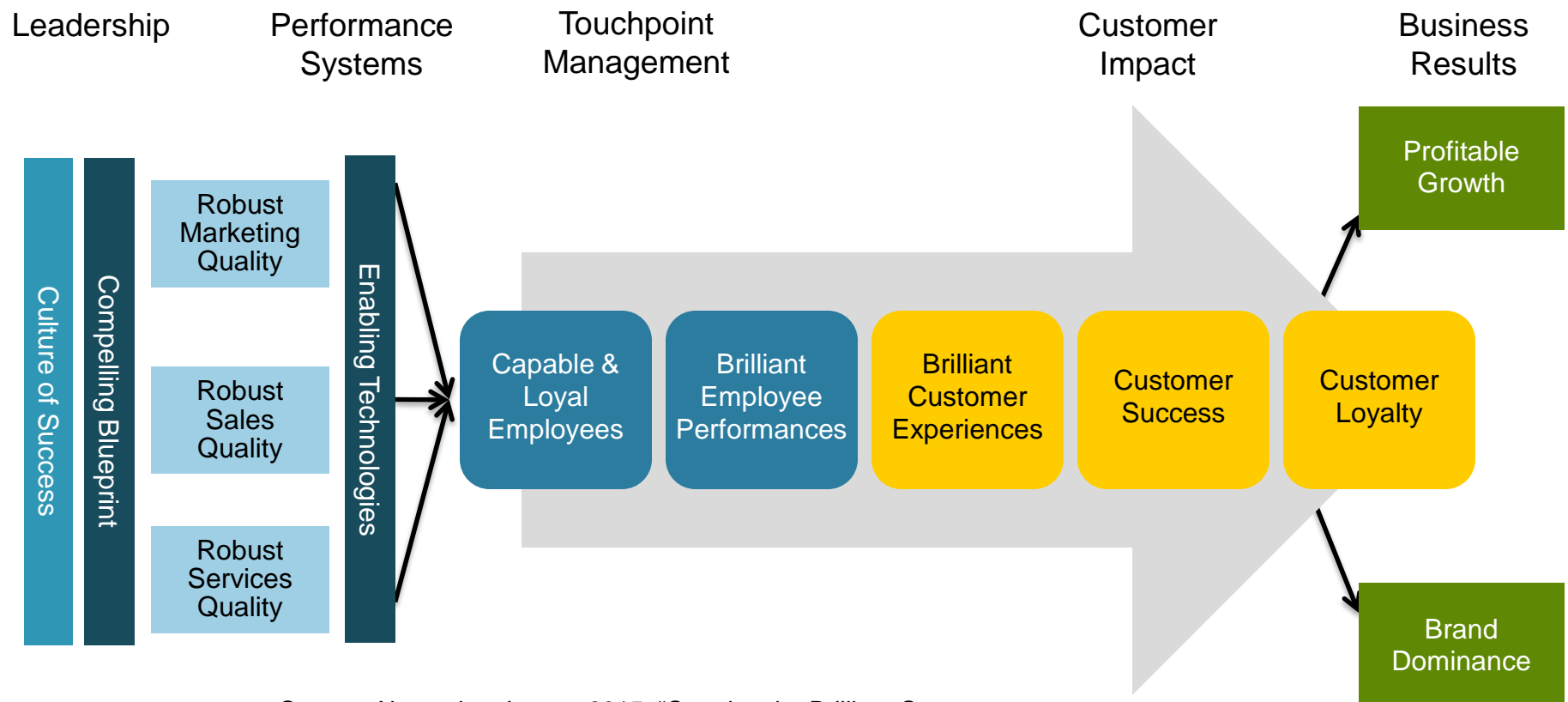


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Guidance to assist companies in improving eService, Support, Field Service and Professional Services operations
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RESEARCHED BASED...FIELD PROVEN



CUSTOMER SUCCESS PERFORMANCE CHAIN



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

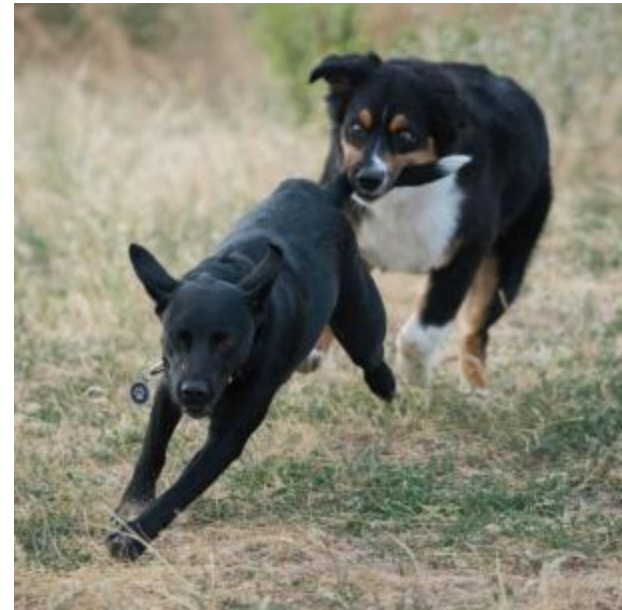
TODAY'S CUSTOMER SUCCESS REALITIES

- Young Ballerinas and Old Fire Fighters
- Lots of Moving Parts
- From Manchester to Mumbai
- Skipping Piano Practice
- Genome Mapping
- Critical Mass
- Improve and Ad Lib
- Warp Drive

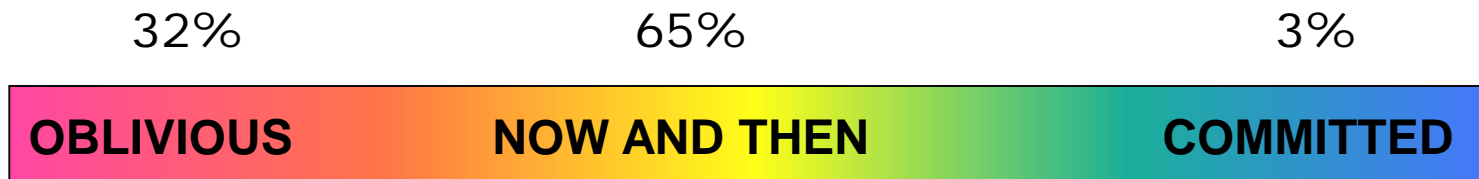


PIVOTAL PITFALLS PREVENTING PERFORMANCE

- 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.”



FROM CUSTOMER “HAPPY TALK” to CUSTOMER INTIMACY



CATEGORIZE TO PRIORITIZE

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



ASSESS THEN ADDRESS: HOW READY ARE YOU FOR CUSTOMER SUCCESS?



Extremely
Low

Extremely
High

Based upon customer needs, existing capabilities, organization culture, executive attitudes, the competitive situation, and comparisons with other businesses.

HASSLE METER: HOW EASY IS YOUR COMPANY TO DO BUSINESS WITH?



MEANINGFUL METRICS THAT MATTER MOST

- Start with the end in mind: Lifetime customer value.
- Need for speed: Time to try...time to adopt...time to value.
- Send champagne with the roses: Service recovery success.
- Easy does it: Customer Effort Score or Hassle Meter.
- Attitudinal loyalty: From customer to client to champion.
- Frontline loyalty: From hired hand to dedicated employee to company evangelist.
- ONE FOR ALL AND ALL FOR ONE:
Shared goals and common destiny.



INTERESTED IN LEARNING MORE ABOUT CUSTOMER SUCCESS?

- October 5 - Customer Success **Workshop** at the Service Strategies Summit in San Diego ([click here for more information](#))
- November 3 - Complimentary **Webinar**: *From Traditional Frontline Personnel to Brilliant Customer Success Team*
- January 6 & 7, 2017 - **Training** in Orlando: *The Brilliant Strategic Account Manager: Creating Customer Success*
- Complimentary **Tools**: Customer Success study, articles, performance tools, and links to past customer success webinars available at www.brilliantcustomersuccess.com.

Q & A

