

**Are you sure that your staff are offering great service all of the time?
...and if not why not?**

*“Do what you do so well that they will want to see it again and bring their friends”
Walt Disney*



In an ideal world, you might hope to say “yes”, but in reality, the answer may be different. Your teams need to share the same values as you and have the same vision. They have to also want to make a difference and feel empowered to do so. Are you sure that your teams fully understand the many skills needed to offer great service all of the time?

Ask yourself the following questions –

1. Do your teams fully understand the potential effect (good or bad) that they have on both internal and external customers?
2. Do they understand how to change their behaviours to delight both themselves and their customers?
3. Do your teams understand how a properly driven “CRM” strategy drives the business and the effect that they can have?
4. How well do your staff communicate with the variety of customers that they interact with? Can they refine their own style when dealing with assertive or even aggressive customers as opposed to passive customers?
5. Do your teams understand why complaints happen and how to put them right in such a way that your customers become still more loyal?
6. Are you sure that all of your staff have the skills to create a strong personal impact that delights and excites your customers?
7. Can your staff negotiate effectively to resolve a variety of situations and prevent further complaints?
8. How well trained are your staff in “emotional intelligence” and what would be the benefit if they could better understand customer behaviours?
9. Do your teams fully understand the dynamics of your KPI, and support them fully?
10. How do you know that your teams each have the attitude to meet all of the targets that set your business apart from the opposition?

Your Staff Performance will make or break your business...Are you prepared to gamble?



It may come as no surprise that studies have shown the dramatic effect on relationships between employees' positive and negative behaviours, customers' perception of service quality and overall customer satisfaction. Results of the current study revealed that all employees' behaviours, either negative or positive, are highly correlated to the customers' overall satisfaction.

It's almost impossible to have customer commitment and advocacy without employees both understanding their role but also understanding the value add that they can make...as opposed to merely the effects of poor attitudes. Employee satisfaction drives customer satisfaction.

In today's demanding and continuously changing customer environment, your staff need to be even more aware of both customer behavioural drivers and how to communicate in a variety of situations.

As in life as we become more aware of human behaviours, so to you're your staff and in a way that no matter what situation that they face, that they have all of the skills to delight each of their customers.

The role of your employees in delivering class leading customer service evolves and changes...so too the expectations and also the skills needed.

It is vital that you equip your teams with both the right mental attitude, but also the skills to ensure that your customers are your greatest advocates...in addition to your staff.

Five tips to improve your staff performance.

1. Use positive words that help to create powerful mental pictures... they both enthuse and help develop self confidence, and remember to give feedback in a timely manner. While poor performance needs to be managed, your teams are more likely to repeat great performance when positive feedback is provided
2. Create shared feedback amongst teams to allow for successful techniques and behaviours to be discussed. By discussing “best practice” and “winning ways” , individuals will find new and different ways to mirror improved performance
3. Make sure that you communicate clear goals to your teams of exactly what you expect. For targets to be understood and to ensure full buy in, reasons need to be understood too. With full involvement, the teams will want to work with shared aims.
4. Delegation is good for you because it expands your managerial span of control. It’s good for your employees because it is a growth opportunity for them. It demonstrates your trust in them to do the job correctly and increases their ownership of the task
5. Remember that your staff watch you...As with customers; they watch behaviours and body language. Work with a smile and with a positive mindset...Create a warm environment where your staff want to be.

About the Author: Nick Bishop



Nick is a highly experienced Manager with a successful background in the Financial Services and Insurance Industries in both Sales and Service and is respected for his ability to build winning and motivated teams using consummate people handling skills.

Nick regularly speaks at customer service events and conferences including local government forums and Contact Centre bodies. Nick was asked to be a judge at the UK Customer Service Training awards in London in both 2012 and 2013.

Nick delivers programs for Business Management Training Group Ltd and developed and delivers the BMTG UK Accredited Advanced Certificate for Customer Service Excellence (ACCSEtm) . This is also available as short course of three days and delivered to delegate groups of up to 100, of which Nick brings considerable experience.