

EVERY CUSTOMER COUNTS[®]



TRAINING PACKAGE SUMMARY

Training and equipping our teams...

The Every Customer Counts training package has been designed in different formats for different audiences to enable flexibility in its delivery. This approach maximises impact and effectiveness without compromising operational quality and efficiency.



EUSR
ENERGY &
UTILITY SKILLS
REGISTER

Core ECC modules are:

- **Brilliant Basics for Support Teams:** 3.5hr training package plus follow up coaching
- **Brilliant Basics for Onsite Teams:** 30m training, 1hr onsite live practice plus follow up structured coaching
- **Brilliant Basics Bolt-on for Leaders:** 60m engagement session
- **Customer Vulnerability for everyone:** 20m interactive Toolbox Talk session
- **Customer Recovery for key Support Teams:** 3.5hr package training plus follow up coaching

All supported by a comprehensive communication package and materials

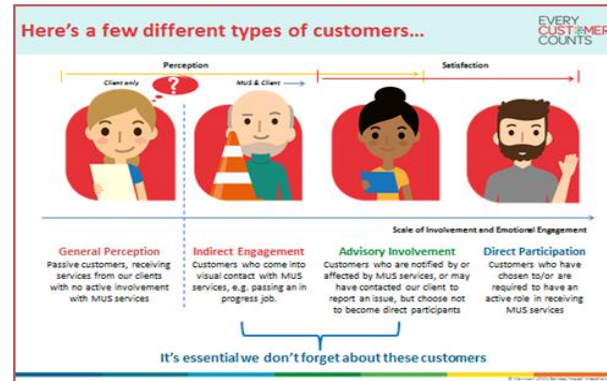
All training is currently undergoing the EUSR accreditation process

Example of content...

Every Customer Counts principles



Understanding customer types



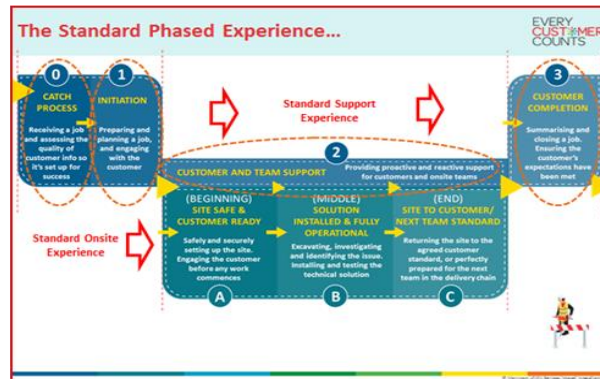
Always a customer and always on stage



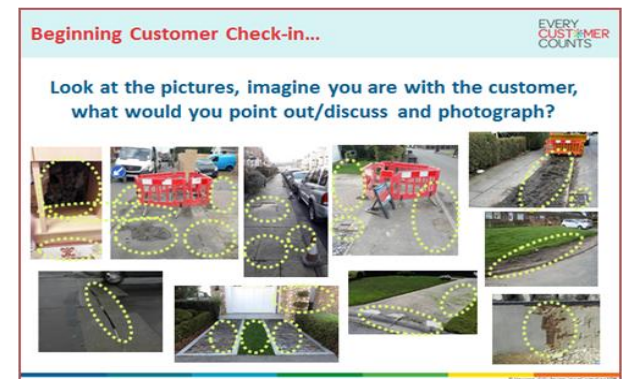
Appreciating customer journeys



A customer focused experience



Identifying potential issues



Creating customer confidence



Understanding what good looks like

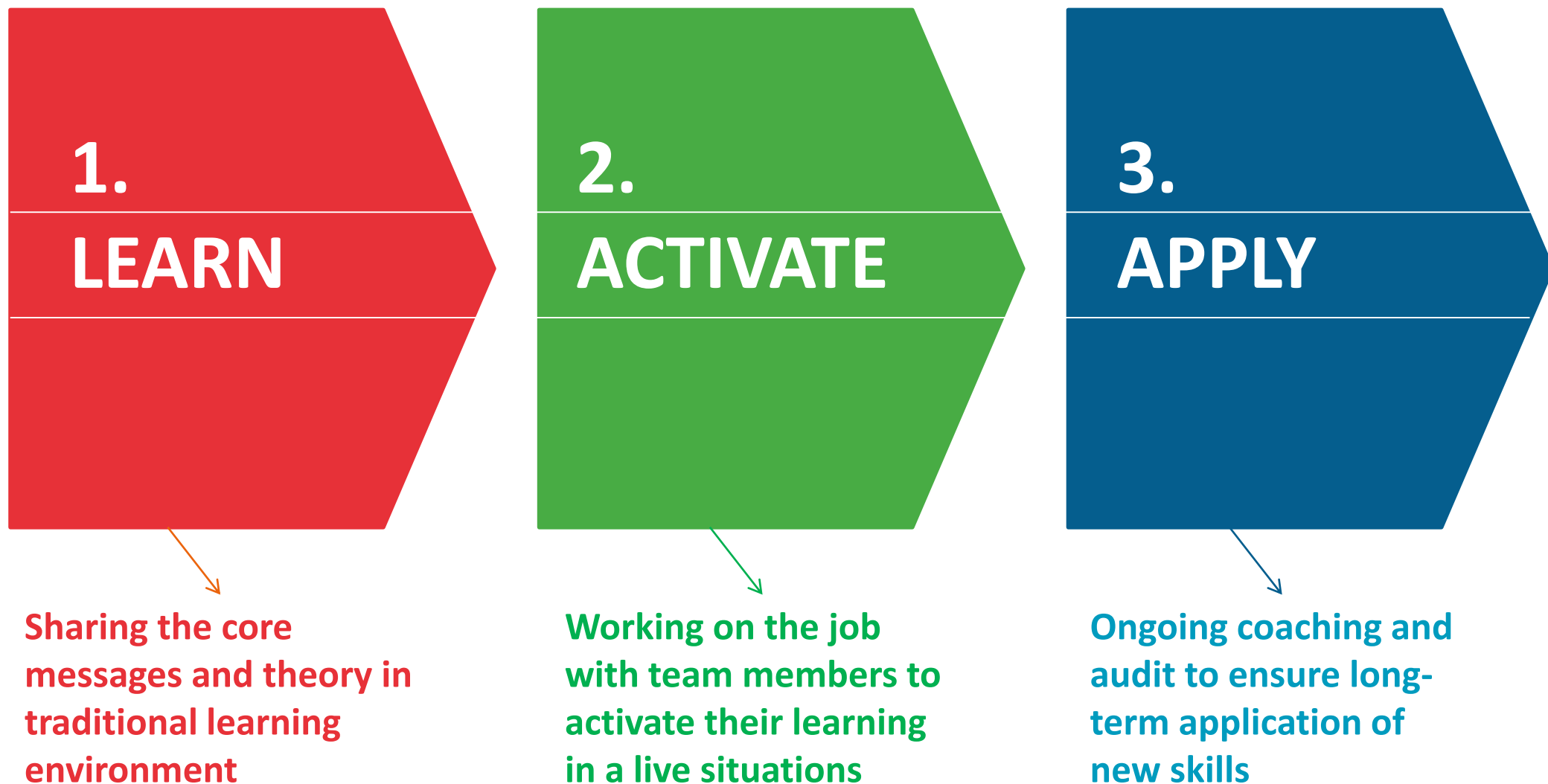


Plus...

- Customer service now
- Service mindset
- Supporting vulnerable customers
- Being in your stretch zone
- Customer information quality
- Team standards
- Customer focused priorities
- Tricky customer situations

Focus on Onsite Team training...

We take a creative 3 step approach to training and development in challenging operational environments to achieve maximum lasting impact:



Focus on Onsite Team training...

1.

LEARN

1 x 30min ECC Toolbox Talk session to share theory of core concepts:

Content:

- Intro to ECC
- Onsite Experience:
 - 3 Stages Beginning, Middle and End
- Customer Confidence Cycle
 - Model and example
- Brief in Learn, Activate, Apply approach

Activity:

Listen and learn training

Location:

Classroom (yard/depot/centre)

2.

ACTIVATE

1 x 60min Onsite ECC Activation session to introduce and observe practical ECC delivery with customers:

Content:

- Specific activities at each point on the Onsite Experience
- Customer check-ins
- Team standards
- Customer info. cards

Activity:

On-the-job training, role modelling observation and feedback

Location:

Onsite

3.

APPLY

Ongoing onsite coaching and audit to embed and check learning and target performance requirements:

Content:

- Key indicators to observe
- Key questions to ask
- Key responses to look for
- New concepts or amended content

Activity:

On-the-job coaching and observation

Location:

Onsite

What we're looking to achieve...

CUSTOMERS

- ✓ Appreciate seeing us around, are supportive of what we're doing for their community
- ✓ Understand the necessity of the work we do for them
- ✓ Their expectations are always met and often exceeded (even if by just a little)



CLIENT PARTNERS

- ✓ We represent them safely and responsibly
- ✓ We enhance their reputation and the perception the public have of them
- ✓ We work together easily to achieve the same vision and outcomes for customers



MUS AND OUR TEAMS

- ✓ We know we are 'always on stage'
- ✓ We show our expertise
- ✓ We are proud of the work we do and efforts we go to
- ✓ We show enthusiasm and passion to our customers, client partners and each other



With direct impacts...

Overall:

- ↑ Increased customer satisfaction and perception (with a focus on marginal gains) - CMEX
- ↑ Increased team satisfaction, e.g. WOW, self-motivated retention
- ↑ Increased internal productivity (more effective/reduced handovers/improved quality of information)
- ↑ Restore customer confidence after an expression of dissatisfaction

In service delivery:

- ↑ Increased job set up and initiation quality
- ↑ Increased right first time – planning and delivery
- ↓ Reduced number of jobs replanned
- ↓ Reduced issues created onsite through poor customer awareness
- ↓ Reduced repeat unnecessary call backs

As a result of improved service delivery:

- ↓ Reduce the chance of expression of dissatisfaction escalating into a complaint
- ↑ Increase improvement activity targeting – giving focus to service delivery and team/customer orientated behaviours
- ↓ Reduce the need for repeat supervisor customer visits
- ↓ Reduce discretionary compensation/goodwill
- ↑ Improve positive customer feedback across all channels, e.g. Brandwatch

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