

# Bridging the Gap to WORLD CLASS CUSTOMER SERVICE



**Perception is Reality:  
Reposition the Value of  
the Call Center**

**ACCE – June 2010**

**Tim has honed his expertise by working closely with and advising some of the world's most recognized service organizations**

*The Coca-Cola Company*



Prudential

 USAA

*Lifetouch*

Kodak

 MITSUBISHI MOTORS

 Liberty Mutual™

 DELL

AIG

AMERIGROUP  
CORPORATION

 Cash America  
Cash America International, Inc.

 Allstate<sup>®</sup>

 ADP<sup>®</sup>

 FARMERS INSURANCE GROUP  
Symbol of Superior Service

FARMERS

Gartner

 SYKES<sup>®</sup>

 CINERGY

 Department of  
Veterans Affairs

 DELUXE

 PREMERA |   
BLUE CROSS  
An Independent Licensee of the Blue Cross Blue Shield Association

 PRIME  
THERAPEUTICS<sup>®</sup>



5%

**Many companies talk  
about World Class  
Service, but only 5%  
actually achieve it...**

75%

A black and white photograph showing five silhouetted figures of people standing and talking. Two men are on the left, one gesturing with his hands while speaking. Three women are on the right, also engaged in conversation. The scene is set against a plain, light-colored background.

What is World  
Class?

**"World Class is NOT  
something you  
deliver, it is a RESULT  
of something you are"**

**John DiJulius**



# **Customer Service Vs. Customer Experience**

5% increase in  
customer  
satisfaction  
yields a 25% to  
85% increase in  
profits

***Harvard Business Review***



**THE WORLD'S GREATEST  
CALL CENTER  
SUPERVISOR**

**Biggest Expense – Turnover**

**Biggest Opportunity – Leadership**



# Gallup – Why Employees Leave?

Lack of **MANAGEMENT** support  
in areas such as performance and development.

No faith in **LEADERSHIP** or vision  
of the company.

Concern with **MANAGEMENT's**  
treating of people.



**90% OF MANAGERS  
THINK THEY'RE  
AMONG  
THE TOP 10% OF  
PERFORMERS  
IN THEIR  
WORKPLACE**



Big Mac



What makes it hard to  
deliver world class?



## Survey Says...

1. We're understaffed
2. Can't pay enough
3. Reps don't care
4. Other departments
5. Our systems
6. Senior management





# **World Class Mindset (Company)**

- 1. Hire Nice**
- 2. Control Punishment**
- 3. Policies = NO**
- 4. THANK YOU**
- 5. Line of Sight**



## World Class Mindset (Agent)

1. I OWN it
2. Beyond the call
3. I am “US”
4. I KNOW them



THE RITZ-CARLTON



# What Makes them World-Class?



They Don't Monitor Call Times

# What Makes them World-Class?



They Repair Relationships

# What Makes them World-Class?



They Make it EASY and FUN

# What Makes them World-Class?



They Engage the Front-line Daily

# What Makes them World-Class?



They Know Who and What

# What Makes them World-Class?



They Come To My House....

# What Makes them World-Class?



The Ritz-Carlton®

They give \$2,000 Empowerment

# What Makes them World-Class?

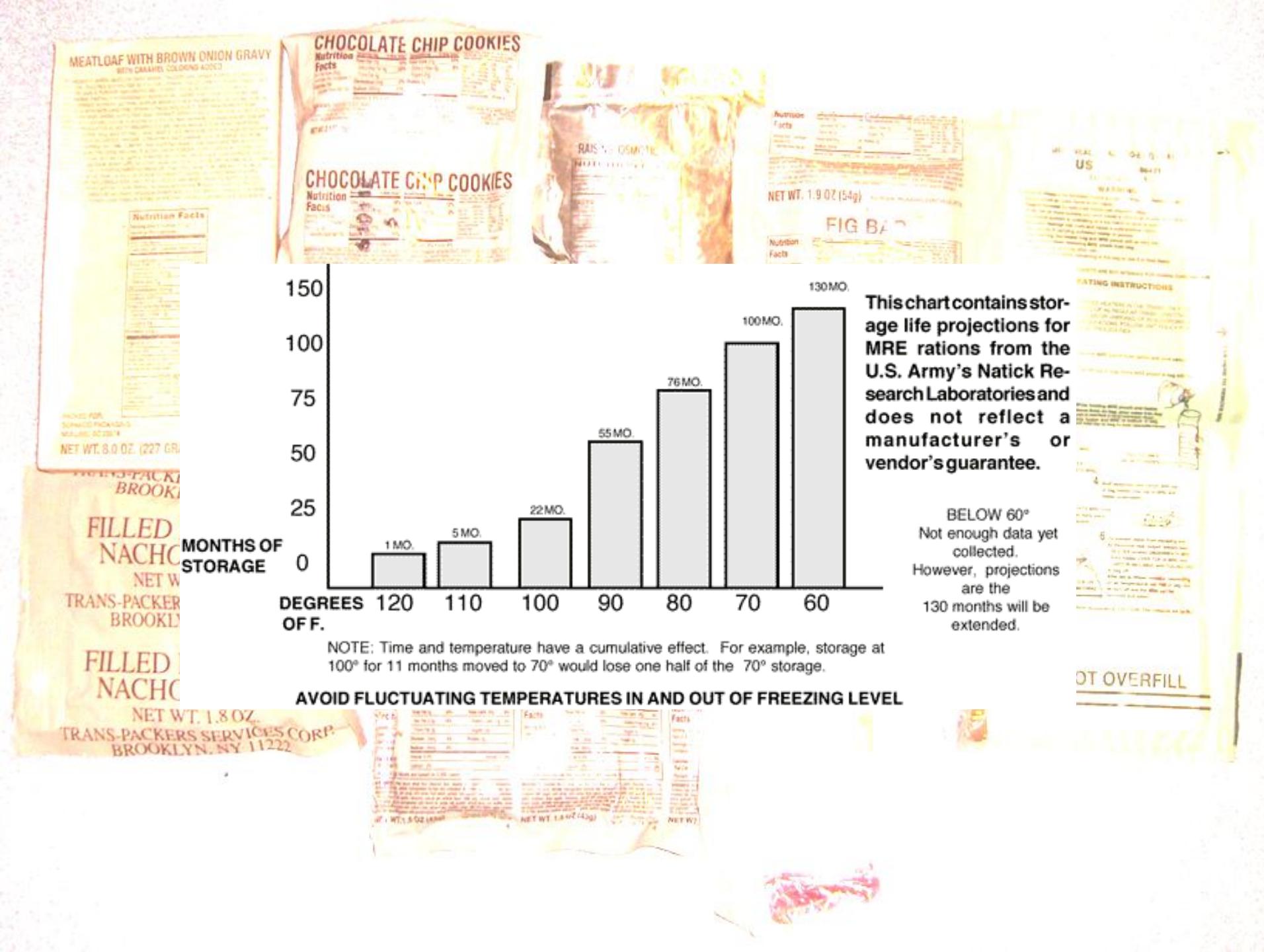


They Target NO Service



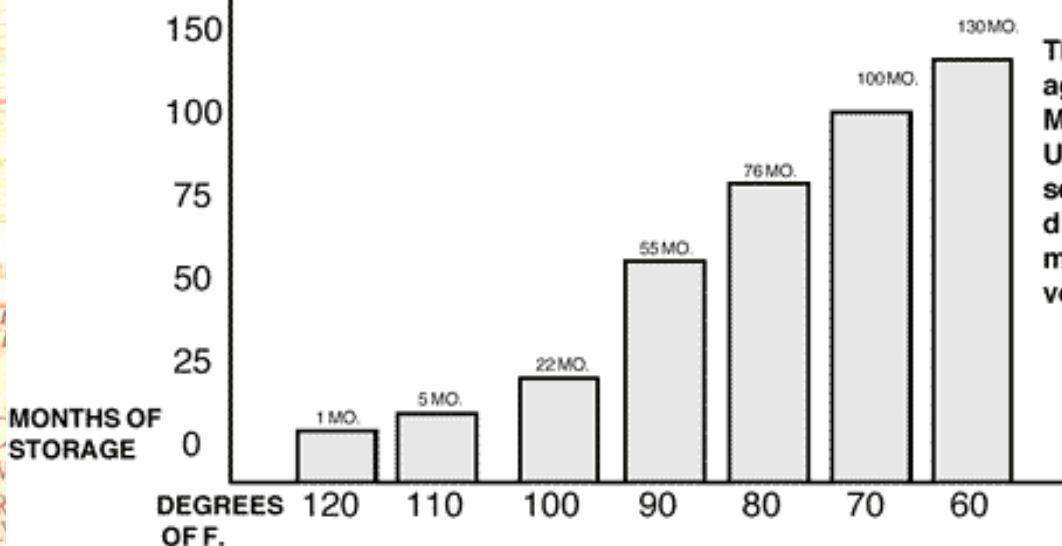
Thinking like that  
distinguished our  
Customer Service  
Champs from the  
rest of the field





This chart contains storage life projections for MRE rations from the U.S. Army's Natick Research Laboratories and does not reflect a manufacturer's or vendor's guarantee.

**BELOW 60°**  
Not enough data yet collected.  
However, projections are the  
130 months will be extended.



NOTE: Time and temperature have a cumulative effect. For example, storage at 100° for 11 months moved to 70° would lose one half of the 70° storage.

**AVOID FLUCTUATING TEMPERATURES IN AND OUT OF FREEZING LEVEL**



## For your consideration

1. Diet and Exercise
2. Focus on WHAM
3. Outside the fishbowl
4. Inside the box
5. Your frothing line
6. Invest in YOU

**You Can't lose 20  
pounds in a day**



# WHAM!





9500 Fredericksburg Road  
San Antonio, Texas 78288

TIMOTHY JOHN MONTGOMERY  
18713 BROOKWOOD FIRST  
SAN ANTONIO, TX 78258-4443  
Bulldogbulldogbulldogbulldogbulldogbulldogbulldog

## YOUR FEEDBACK IS IMPORTANT TO US.

■ PLEASE TAKE A MOMENT TO COMPLETE  
THE SURVEY BELOW.

Dear Mr. Montgomery:

Thank you for using USAA's First Mortgage Program. Please take a few moments to let us know about your experience with this program by answering the questions below. When answering these questions, please focus on the mortgage service you have received after you closed on your mortgage.

Thank you for your time and feedback.

Since closing on your USAA mortgage loan, how would you rate the overall service you receive?

- Poor      Acceptable      Good      Very Good      Excellent
- 

Please tell us what we could have done better.

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Please tell us what we did well.

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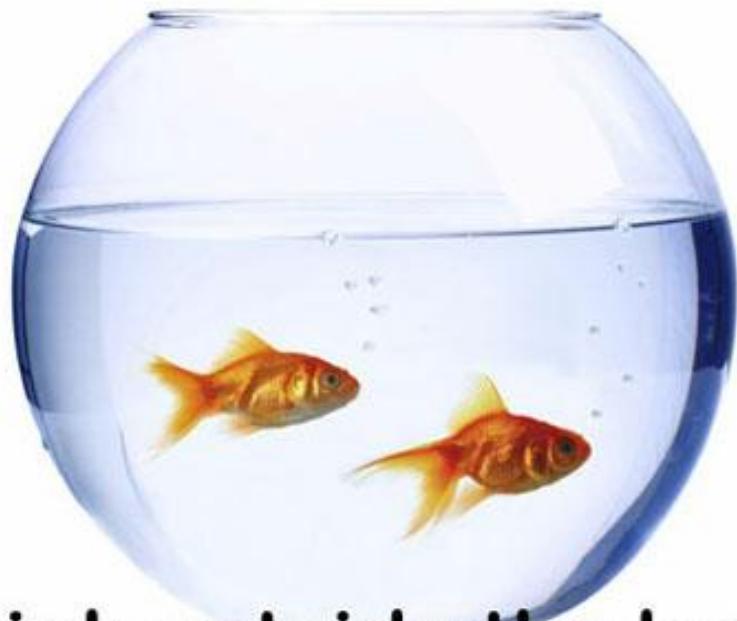
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Please return this survey in the enclosed postage-paid envelope. Please do not use the enclosed envelope to conduct other USAA business.

E0788-070

Well  
Hear  
Alter  
Modify



**Think outside the bowl.**



OUNO H. - LIMA



DUNDY

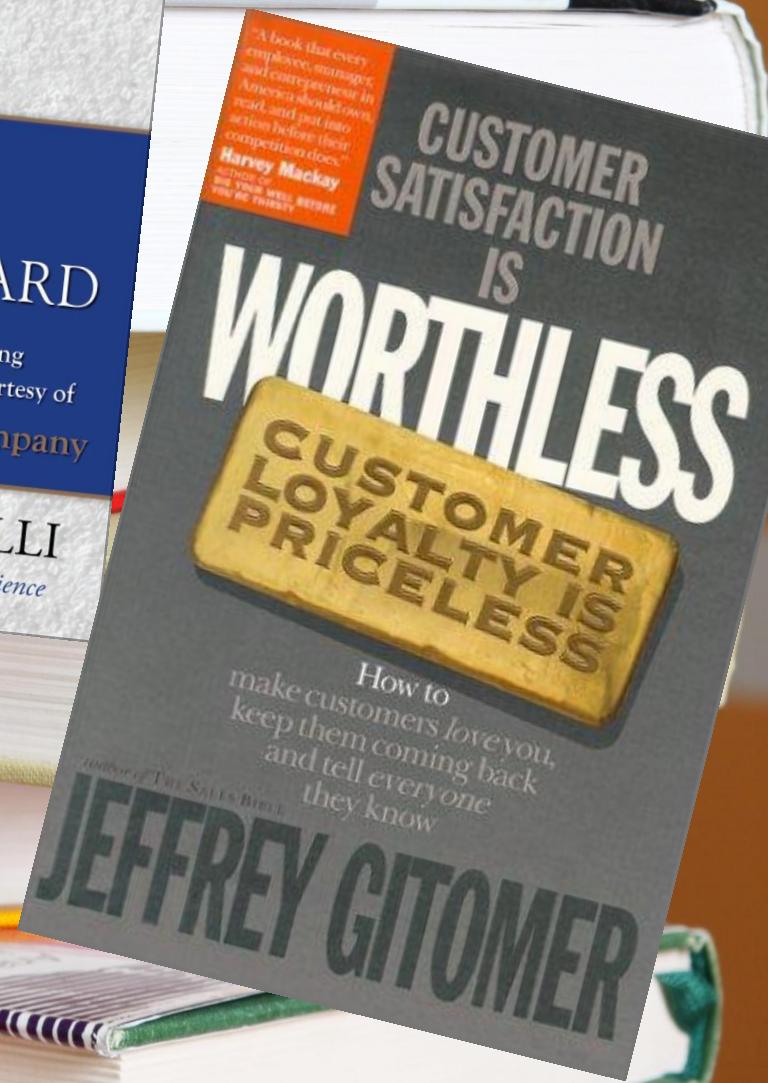
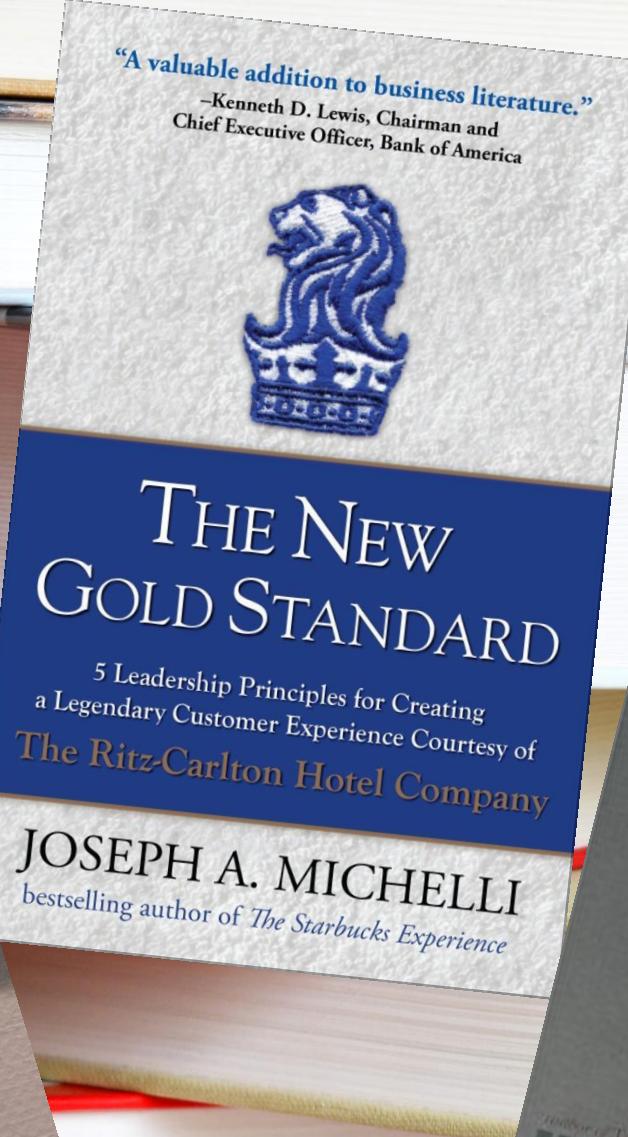
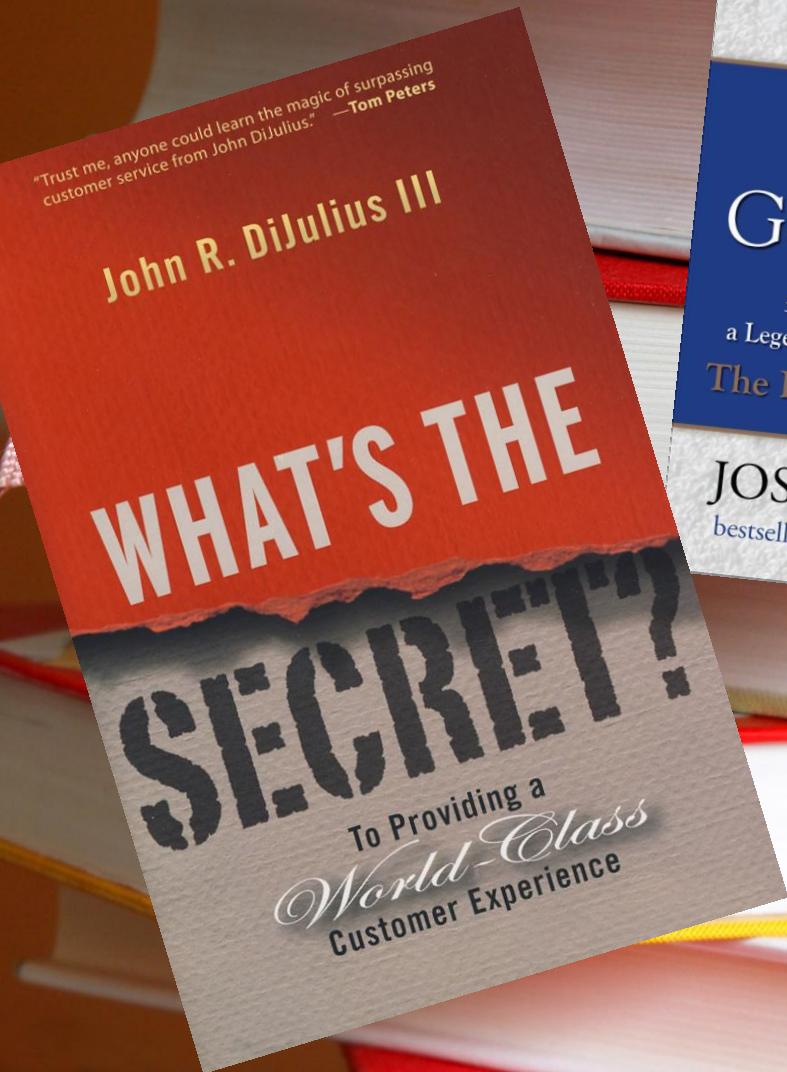




**Don't ignore what's in the box...**

# **Draw Your Frothing Pitcher Line**





TO DO:

Complete Session Survey

Email me to get slides and articles  
[timm@cooneysolutionsgroup.com](mailto:timm@cooneysolutionsgroup.com)