



TPG | TELEMANAGEMENT, INC.

TPG Customer Experience Coach and Transform

TPG TeleManagement provides products and services to our Fortune 500 clients, driving business performance through improved customer experience and risk mitigation. We evaluate and analyze call/chat/email interactions to unlock key behavioral and procedural drivers of sales, retention and service while creating satisfied customers.

JUNE 2014

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Keep It or Lose It

**Displays Brand Loyalty via Customer Assistance/
Direction**

Pamela Mateo Ramirez, Measurement Analyst

One of the key elements of a successful marriage is knowing when and how to apologize. We are humans, and everybody makes mistakes. There are occasions when acknowledging these mistakes will make a difference between breaking up, and staying together. Sometimes, your significant other will not display that he or she is offended, but things can start building up, until it is too late to recover from the damage that was done.

Similarly, our relationship with our customers is sensitive, and requires us to acknowledge when they share situations that were disappointing to them. Remember, in the majority of the cases a customer might not ask you to apologize, but it is likely that his or her discontent started building, to the point that she or he could decide to no longer use our services. An apology or an acknowledgement statement could make the difference between keeping our customer's business or losing it. Which one will you strive for?



Best Practices in Change Management

"We must be the ones to re-define the world class standards of excellence"

- Fela Durotoye

Delivering an immersive, culturally specific customer experience

The United States demographic is changing. Is your Customer Roadmap changing with it? How are you planning to harness the power of creating memorable customer and prospect interactions by personalizing that experience? With the continued growth and diversification of US multi-lingual citizens, companies need to move beyond marketing and build true end-to-end sales, fulfillment and service operations to deliver an 'in-culture' customer experience.

Let's discuss a developing TPG transformation story...

Scenario: TPG's long standing relationship with a Fortune 500 brand in the healthcare marketplace calls for a strategy on how to become a leader in the Spanish marketplace. Strategy: Deliver an end-to-end immersive and culturally relevant US-Spanish experience. This is a soup to nuts transformation, eventually leading us to dialect and country specific engagement plans.



Opportunity: To begin the initiative, we have to look at where differences or similarities occur today between the English and Spanish customer interactions. Multiple hypotheses were created to guide the research allowing us to pinpoint these factors and learnings. Do we have a differentiated experience? Can we learn from those differences and improve the overall experience? The initial findings are leading us to targeted opportunities for change management at a language level. Longer term, we will build a more effective and differentiated engagement strategy across languages.

The Phase 1 Learning: We discovered the differentiation between the two language experiences was not as we first hypothesized. The research shows the Spanish calls were more influential and more conversational with a higher number of questions asked during the interaction compared to the English interactions. We have also learned that the objections were the same between the two call types and call length was not any longer in the Spanish calls even though we have a much more consistent discussion in our Spanish experiences. Early learnings are allowing us to begin to take action...



If you would like more insight into driving customer experience transformation in your business, please contact us at contact@tpginc.com.

Just Around the River Bend

Builds Rapport by Engaging Customer

Tessa Randolph, Senior Measurement Analyst

Every year around Father's Day my dad and I go on a day trip down a river with a canoe. When you have two people paddling it's important to be aware of two things; what side the other person is paddling and what direction you need to go. My dad likes to tell stories of our trips when I was little and how I would only be interested in paddling during the bends and leave him to paddle alone for the rest of the trip.

Now that I'm older I know that I need to be engaged throughout the entire trip, I need to know to respond appropriately when my dad switches sides and to be proactive in steering us where we want to go. I find this similar to our behavior, Builds Rapport by Engaging Customer, it's very easy to engage at points where it's expected of you, like in helping turn a canoe in a river, but it's just as important to constantly attempt to build that sense of camaraderie throughout the whole conversation.



Father's Day

Effectiveness of Fact Finding

David Mander, Senior Measurement Analyst

Every Father's Day I try to get my dad the best gift I can. My dad owns hundreds of different tools and is always in need of something new. The problem is each tool is for a specific purpose and if I get the wrong one it might as well be a paper weight. For this reason it is vastly important I uncover specific details about the gift he wants to ensure that I get him exactly what he needs.

The behavior "Effectiveness of Fact Finding" measures whether or not the agent truly uncovers the specific need of the customer to make an informed decision on how to assist them completely and correctly. Otherwise, they might not be providing the right tools fit for the customer's needs.



No Tomatoes, Please

Takes Ownership & Displays Willingness to Help

Becky Martin, Measurement Analyst

On my last family vacation, while at a restaurant, my aunt asked for her salad to not have tomatoes or onions, due to an allergy. Our head waiter listened to what she was saying and heard every word.

The waiter took care of her food for the remainder of the cruise, making sure that there wouldn't be anything there that would cause her to break out on what was supposed to be a memorable and wonderful vacation. Because of his willingness to help, my aunt was able to sit back and enjoy herself, rather than worry about her allergy.

Never Asked

Effectively & Assumptively Converts Opportunity

Martin Miller, Senior Measurement Analyst

Imagine you have walked into a store looking to price some dishes. The sales rep who greets you asks different questions about what you need, how many people you will serve, and when finished providing you the information on the various dishware sets, thanks you and wanders off. You would be wondering why the sales rep didn't ask if you wanted to purchase any of the dishware sets the store sells, and rightly so.

In the same manner, if a person calls into a sales line asking questions about the products, a sales rep needs to actively present an offer, and then after presenting the Customer with that offer, they need to ask if they would like to purchase the product. Remember, if you do not ask, your Customer cannot say "yes".

I'm So Sorry to Hear That!

Conveys Interest & Empathy to Customer Situation

Marlene Hildebrand, Lead Analyst

The other day when listening to a call, I heard an agent trying to get the sale and put it through. Actually, that is all they were trying to do: Get a sale. The agent displayed no empathy or concern for this customer's situation when the customer stated, "I will be in hospital when the material arrives." The agent said, "Call and cancel before you go. Here is the 800 number." This customer said, "I have cancer, I have to go in for surgery. I won't be interested."

This agent replied with, "You have thirty days to cancel!!" This customer ended up not taking the product. Why? The agent wouldn't stop and listen to them. He just wanted the sale. He made no attempt to convey empathy or interest in the customer's current situation. So remember, "I'm sorry to hear that" will go a long way, and might just make the customer interested in what you have to say.



Ble, Ble, Ble, That's All Folks!

Confident, Shows Product Conviction

Stephen Brennan, Lead Measurement Analyst

Porky Pig was the first character that the Warner Brothers studio created for his star power. They wanted to vastly increase the popularity and entertainment value for the public viewers. Porky's speech is both humorous and easily recognized all over the world. When speaking with a customer or prospect on the phone, though, those kinds of stumbles and stammers would not be so cute.

When you hesitate, stumble, and stammer while answering a question, you lose credibility. You don't sound confident and knowledgeable about your product or policy. That makes the customer nervous, and they question your ability to help. Be prepared for objections and questions so that you're ready with a smooth, timely response that conveys you are just the expert they need to solve their problem or meet their need.

Viva La Mexico!

Answers Customer Questions Appropriately

Pamela Bouterse, Measurement Analyst

So your friend just spent a week in Mexico and of course, you want to know all about it! So you ask your friend, "How was it? Did you get to relax on the beaches?" Your friend answers, "Of course." Ok... "Well, did you get to see the Mayan ruins?" you ask. "Yeah." By now you're thinking to yourself, geez, my questions are bothering this person.

Your friend is answering your questions, but due to the lack of detail and the short replies they make you feel shorted. Do they really not want to talk about her trip with me? Are you annoying him/her? This is how customers can feel when they ask a question and get a short reply with a lack of detail. This person really doesn't want to answer my questions. Excellent customer service means expanding the answer to include enough detail to ensure the customer's understanding. This prevents any possible misunderstandings and can prevent the customer from asking their question multiple times in order to get a satisfying answer.

Straight A's

Uses Benefit Statements to Create Need

JenniferRae Griffin, Senior Measurement Analyst

I have a 13-year-old son who is amazingly intelligent. He is often so intelligent, his school courses bore him, and he stops putting in effort, because he will get a decent grade without trying. This makes it hard as a parent to motivate him to try to push himself to perform to his potential. Saying things like, "I know you are smarter than that," or "If you only tried you could have an A," don't motivate him because there is no benefit to him that he can see. He feels he is being pressured, and becomes belligerent. When I approach him with what working harder does for him, he responds much better. Things like, "This will help you get into the college you want," and "If you focus and try to exceed what you know you can do, the teachers will give you more challenging things to keep you interested," motivate him.

Customers are the same. If there is no benefit to what you are trying to sell to a customer, the customer will automatically push back and feel pressured. Customers, much like a 13-year-old, will stop listening if there is nothing in the offer for them beyond the product. Products can be purchased anywhere, what makes a product special is the intangible things an agent can offer about the product. Take the time to bring those intangibles to the table, and see those grades skyrocket!



The Power of a Name

Personalizes Call by Using Customer's Name

Steven Church, Senior Measurement Analyst

Dale Carnegie in his bestselling book, "How To Win friends And Influence People," says that the fundamental act of calling other people by their name puts you solidly on course to establish a sincere relationship with that person. The person whose name you call cannot help but reciprocate.

Teddy Roosevelt won a great deal of respect and admiration by making it a point to learn the names of everyone on his cabinet and staff, as well as those of their family members. This simple act endeared others to him and it can do the same when interacting with customers. A customer cannot see you smile at them or read your body language so this can put us at a disadvantage on the phone since most of human communication is nonverbal. However think back to the last time someone shouted your name in a crowd. You probably couldn't pick out a single other conversation in the large group around you, but you most certainly gave your full attention when you heard your name. You didn't have to see the person to immediately be responsive to their intended communication.

This is an excellent way to not only endear yourself to someone, but a sure way to keep them engaged throughout the call.

"Far better is it to dare mighty things, to win glorious triumphs, even though checked by failure...than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in a gray twilight that knows not victory or defeat."

- Theodore Roosevelt

TPG TeleManagement is honored to assist in your team's improvement and in improving the customer experience.