



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.

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Decisions, Decisions

Uses Benefit Statements to Create Need

Toni Monette, Measurement Analyst

You arrive at a clothing store looking for a classy outfit to wear for the evening and a store representative approaches you asking you what they can help you with. You tell them your need and they bring out two sets of clothes and say, "We have the red outfit here or the blue outfit."

With this statement alone you are not enticed to purchase either one of the items; there is no benefit to why one option is better than the other. Had the sales representative added, "The red outfit is designer brand and a perfect for your ball gown occasion" or something to that effect, you may have been more intrigued to purchase it because they have indicated its value. As an agent, it is important when presenting a product or service to a customer, that you explain why it matters to the customer; what will they gain by accepting your offer.

It's Like a Race

Maintains Call Control to Guide the Conversation

Naomi Bartlett, Senior Measurement Analyst

Yeah, it's great to be the turtle and get the customer to the finish line. But the rabbit is leading the race for most of the conversation. Besides, two turtles will just go straight. The rabbit will zig and zag where it needs to go. Sure the turtle will still win. But that's a good thing.



The Teacher Who Wouldn't Teach

Takes ownership and displays willingness to help

Candice Kinman, Measurement Analyst

Imagine if you were in college, and you were in what was called Elementary Spanish. Now while it has been years since you had taken the Spanish classes in high school, you thought you could do it since it was a beginner's class. Little did you know the professor would refuse to take ownership and be willing to help you learn and instead she would just give you your homework and said when it was due. As you sit there trying to pass this class and trying to understand what you are supposed to do when it comes to passing the tests, you think if only your professor would be willing to help you understand.

You want to learn, you want to pass this class so badly, and achieve your goal, but instead you struggle constantly and think what a waste of time and effort, leaving you with a very unhappy feeling. This is how it feels when others are unwilling to help by not taking ownership and showing you exactly what and how it was supposed to be done.

Potty Training

Conveys Urgency to Assist

Stephanie Sanford, Measurement Analyst

Most people have a child or a pet that has to be potty trained at a certain age. We all dread the thought of having to clean up a mess. This is where urgency to assist comes into play in our own lives. If a child or pet has to use the potty, they let you know, and you then have to act fast or you will have an accident to clean up. Well, when a customer is waiting on an agent that does not Convey Urgency to Assist, you could have a mess on your hands. The customer can become irritated or even irate because they may get the wrong impression and think you do not care about their issue or problem.

When you Convey Urgency to Assist, you show the customer that you care enough to try and assist them right away to resolve their concern. Just like when you rush your young child to the restroom or let your dog outside to go: You show them that you care that they are in need of your assistance.

Is There Anything Else I Can Do For You?

Confirms Customer's Satisfaction with Call Outcome

Dan Proffitt, Senior Measurement Analyst

You're taking your sweetheart out for a nice dinner and sipping on glass a wine waiting your dinner to arrive. Your food comes and you're ready to enjoy your dinner, but the waiter or waitress keep coming to your table every five minutes to make sure your food is good or if they can get you anything, and you're getting little upset because you want to enjoy your romantic evening.

To top it off, the manager is walking around to make sure that your needs are met. No reason to get upset, they're only doing their job. They want to confirm that all your needs were handled before you leave. That's why it so important that the agents close the call by confirming that the customer's needs were met.



Pay Attention

Uses Active Listening Skills

Tessa Randolph, Senior Measurement Analyst

It's Valentine's Day; you take out your special someone to a romantic dinner at a really nice restaurant. You're seated and you notice the general splendor; the waiters are dressed as cupid, the sounds of laughing, champagne bottles being popped and that mushy love song playing loudly. After dinner you look across the table and notice that your date has been talking to you and is waiting for a response. In an attempt to avoid confessing to being distracted you just simply ask, "What did you say?" Your date gets upset and leaves.

It is important to pay attention to the conversation, this way you know when to provide a response or to just simply listen and understand what the other person is saying... that way when your date asks, "Will you marry me?" You don't stare back at them blankly and ask "What did you say?"



That's Not My Name

Secures required information

Marlene Hilderbrand, Performance Coach

With Valentine's Day approaching many guys will be sending flowers to the one they love! What happens when the guy calls to order flowers for his girl and the florist writes down a wrong name on the card for the special someone? The florist delivery goes to the door and asked for Grace. The girl that the flowers were sent to states no Grace lives here my name is Joyce. The person filling out the card should have verified the name to ensure no errors on their part.

At end of the day, they find the person taking the order wrote down the wrong name for the card. Next year, that guy is not going to use that florist to order from, due to a poor customer service experience. When we don't correctly verify the customer's information, it can actually cause them to think we don't care. The most important thing is to verify the correct information, to ensure no clerical errors on the agent's part.

Be Sweet, Not Sour

Agent Verbally Communicates with Respect

Steven Church, Senior Measurement Analyst

We've all had to deal with sour people at one point or another. Maybe you've had some negative experiences with cashiers or even floor salesmen during the busy holiday season. While you may understand that it is a busy time of year and may even empathize with this person, this doesn't mean it is acceptable to show that frustration with you - the customer. Think of a time when you were interacting with an obviously frustrated cashier, for example. You probably left there with a negative opinion of the company as well as the employee.

Maybe you won't go back, you may even wish to put an end to your transaction due to the lack of respect shown to you at this place of business. Would you be likely to purchase any additional product suggested by this person, or would you recommend going to this establishment to a friend? You're not looking for the person to be sycophantic; you only want the person to treat you with the respect due to anyone as a customer. A positive, respectful interaction with an employee earns the company advertisement that it's difficult to pay for: Word of mouth. A negative, disrespectful experience will certainly do the same, but it isn't the kind of advertisement that the company wants.

Carousel

Effectively & Assumptively Converts Opportunity

Chizuko Takechi, Senior Measurement Analyst

In amusement parks, we see carousels; in your childhood do you remember trying one? You must have searched for your favorite color and favorite rides. When carousels start to run they move slowly at first. And as they start to move faster, the scenery flies around you. This is compared to your daily phone calls where you present product to customers with features and benefits. How can you make this endless journey have a destination? The answer is very simple: if you close the sale, it would be a journey with a specific destination. In our daily phone calls, agents provide information to customers, but tend to forget about the destination of making a sale.

"I have a Dream"

Builds Rapport by Engaging Customer

Jennifer Rae Griffin, Senior Measurement Analyst

Martin Luther King, Jr. was an amazing man and had a way of connecting the nation. When he gave his famous "I Have a Dream" speech, he connected all walks of life with an image of how the world could be. He engaged the entire nation in his dream and vision. He spoke to the people, not about the people.

An agent can do the same on every call by reaching out to the customer and making an effort to engage them in the process, conversation and product; making the call about the customer and what can be done for them, not only short term but long term, to resolve their issue or build value in a product. Take the time to make your company's dream a reality for the customer by connecting to the customer. You can change the world.

Best Practices in Change Management

"Leaders establish the vision for the future and set the strategy for getting there; they cause change. They motivate and inspire others to go in the right direction and they, along with everyone else, sacrifice to get there."

- John Kotter

Has your message for improvement gone stale? Are the expectations we have to improve too tough?

How do we reenergize our performance management improvement effort?

Improving on behalf of your customer is not an option; it is a requirement if you want to lead.

- We can maintain excellence during a high attrition and high channel growth period.
- We can solve for burn-out.
- We can ensure change management is not only embraced but sustained.

Let's discuss a success story...

Scenario: TPG long standing Fortune 500 relationship with the brand and contact center partners. At the start of last year, we initiated a Change Management strategy to help raise the effectiveness of the agents at the partner sites on identified skill linked to ROI and customer experience improvements.

Opportunity: After 5+ months of working on the change, there was no improvement in delivery and the strategy did not have visibility to all parties involved. During the 5+ months, we had one touch point a week with our partners over the phone. A disconnect and divide was growing...

The Change: After the true opportunity and gaps were identified and understood, a plan was developed to help re-engage the 'entire' team. We helped design and identify direct ownership of the change throughout the stakeholders in relationship (TPG, partners and client). Keys to the establishment of ownership were assessing the agent's skills and the ability of their coaches to train and help improve those skills. To do this our customer experience strategy, findings, tools and leaders at TPG and client needed reintroduction. Our focus was setting an understanding and ownership of learnings and opportunity with our team leaders and tenured agents. We also acknowledged a gap with new hires and the need to help engage them in the learning process through high energy role-playing. Through several one hour sessions each day, through the 3 sites, we were able to spark renewed energy in the sites from Managers to Agents. With the increased understanding of purpose, people engagement and proficiency of skill delivered, the contact center partners are able to see a better quality of work being provided to their client and the client is seeing a definitive ROI.

The improvement in delivery has been sustained as the DNA of the 'full team' has been altered...

If you would like more insight into driving transformation against similar opportunities, please contact us at contact@tpginc.com.



Family Loyalty

Displays Brand Loyalty via Customer Assistance/Direction

Amanda Brisbois, Senior Measurement Analyst

Brand loyalty is a lot like our loyalty to our families. There will be times when our families drive us crazy. It can be a sibling that simply does things differently than we would choose to do ourselves, an in law that never seems satisfied, or a cousin that simply can't keep their redneck ways in check. Regardless of the situation, our loyalty to our families is one that should always be strong. Also, our loyalty reflects on others.

The way we speak about our family is the perception that is received by others. For example, if we have a member of our family that never keeps a clean house, our communication to others will reflect directly on that family member. If we disagree that a house should be kept pristine, the one whom we communicate that to may form an opinion that the family member is a slob. In a lot of ways our jobs/employers can be like family. It's how we communicate about our companies that can either build or destroy their reputation.

If we want a stable environment to work in, we also need to support the company in a positive manner, thus, adding to the success of the company by forming new and returning customers. Speaking negatively about our company will drive current and potential customers away. In the end, brand loyalty is as important to a company's success as providing respectful customer service, accurate solutions, timely responses or quality products. It is just one piece of a very important foundation that keeps the company standing strong.

"Excellence is to do a common thing in an uncommon way."

Booker T. Washington

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

