



sandbox  
PEOPLE POWER PERFORMANCE.

# EXECUTIVE DEVELOPMENT PROGRAM

**DESIGN THINKING &  
SERVICE EXPERIENCE,  
ENTREPRENEURIAL  
THINKING, AND  
PRESENCE &  
PRESENTATION SKILLS**

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# What am I learning?

## Design Thinking & Service Experience

- Understanding how Customer Experience works
- The Core Concept
- What is Customer Service and what isn't
- The Product
- The People
- Understanding Service Scope & Service Promise
- What is Design thinking?
- Thinking Design in 5 Steps



## Presence & Presentation Skills

- 10 Essential Virtual Etiquettes
- Why your Social Media matters
- 7 things you can post to establish an online presence
- The 3 legs of a good presentation
- Slide Design Made Easy

## Entrepreneurial Thinking

- Problems are your best friend!
- Accountability
- Negotiation

# Understanding how Customer Experience works

## 3 Perspectives on Customer Service

### DEFINITION

"Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you. Offering amazing customer service is important if you want to retain customers and grow your business."

–Salesforce

### BUSINESS

Bill Gates: "Your unhappiest customer is your greatest source of learning"

### HUMAN

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou

## The Fundamental Myths

- "I'm not a customer service person"
- "I can't solve his/her problem"

## The Fundamental Truths

- "Empathy"

## Be an ambassador-08

You won't always be able to solve a problem, sometimes customers outside your target group may call you, none of this is a reason not to present your best self because you are your company's brand ambassador. You are the customers' sum experience of the organization. Even if they are not a customer, they will remember your service and one day might be.

## Seek empowerment- 07

There will often be problems you cannot solve, you will need your superiors support, never shy away from seeking it. You represent the customer, open up to your manager to find a solution together.

## Be consistent - 06

Sometimes you won't feel like being 'on' but attitudes can be learned, to be learned they must be practiced. Commit to being 100% present everyday, even if you don't feel like it.

## Always keep your word-05

Say what you mean & mean what you say. Customers like to know that their concerns are being taken seriously and followed up, so proactively communicate with them and ensure they know if you can't meet a deadline or when you will get back to them.

## 01 – Always be respectful

Empathy leads you to treat your customer as you wish to be treated. What would you be prefer, rudeness and impatience or empathy and interest?

## 02 – Be a self learner

In the interests of being your customer's trusted advisor, it's up to you to stay on top of your game. This means updating your knowledge and certifications. It also applies to empathy, if you aren't naturally empathetic, then seek to be.

## 03 – Be empathic

In an ideal world, customers don't actually want to call you, they'd like their product or service to run without a problem, so be mindful that if a customer is calling you they've exhausted all possible avenues in resolving the problem themselves. So how can you help?

## 04 – Do it yesterday

Ever feel slightly cheesed off when your call or email is not returned or acknowledged? Yeah, the customer feels that too. Remember this even with your colleagues and co workers, it's easy to take it for granted, but respond asap and be informed when you do.



# The Core Concept



We perceive “values” by feeling 2 dimensions

- How respectful was the experience?
- How responsive was the experience?

To be more 2R is always the goal





# The Core Concept

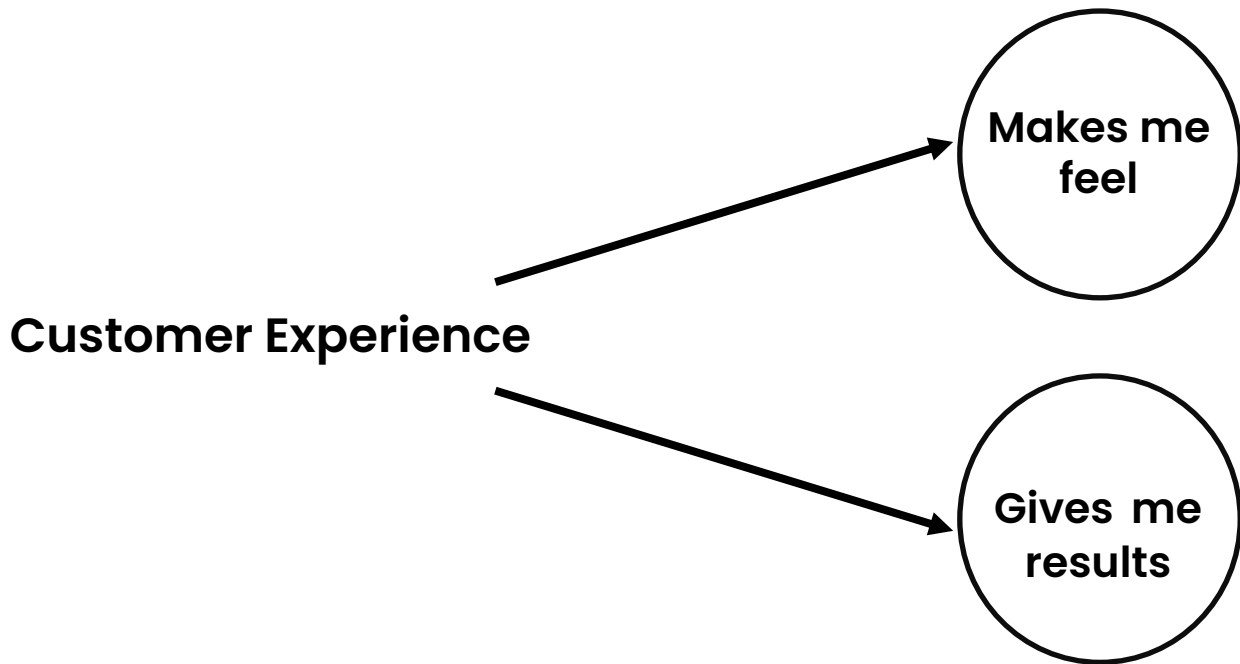


## The 2 values of great service

- **Be respectful**
- **Be responsive**



# What Customer Service is and what it isn't



**The 2 aspects of customer experience.**

**The product I deal with.**

**The people I deal with.**

## The Product

A product working as it should is not customer service.

It's customer entitlement.

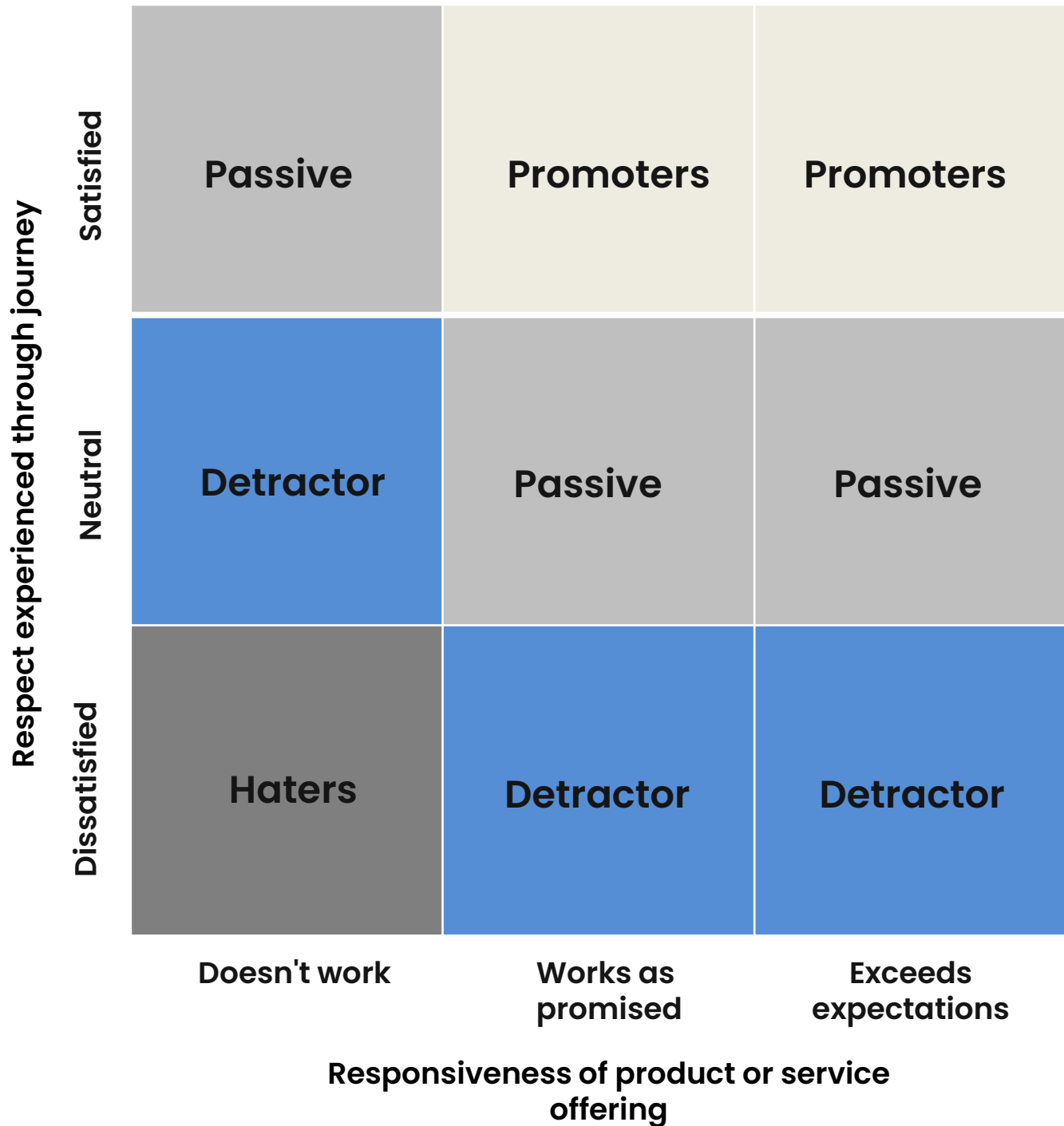
You need to go beyond that.

## The People



Every customer should be a promoter.

Anything short means there is room to improve.



# Understanding Service Scope & Service Promise



## What is a service promise?

### Why?

"The first and most important step toward outstanding service is developing a service promise. Overlooking the promise to your customers and rushing headlong to improve service is always a mistake."

William H. Davidow  
Total Customer Service

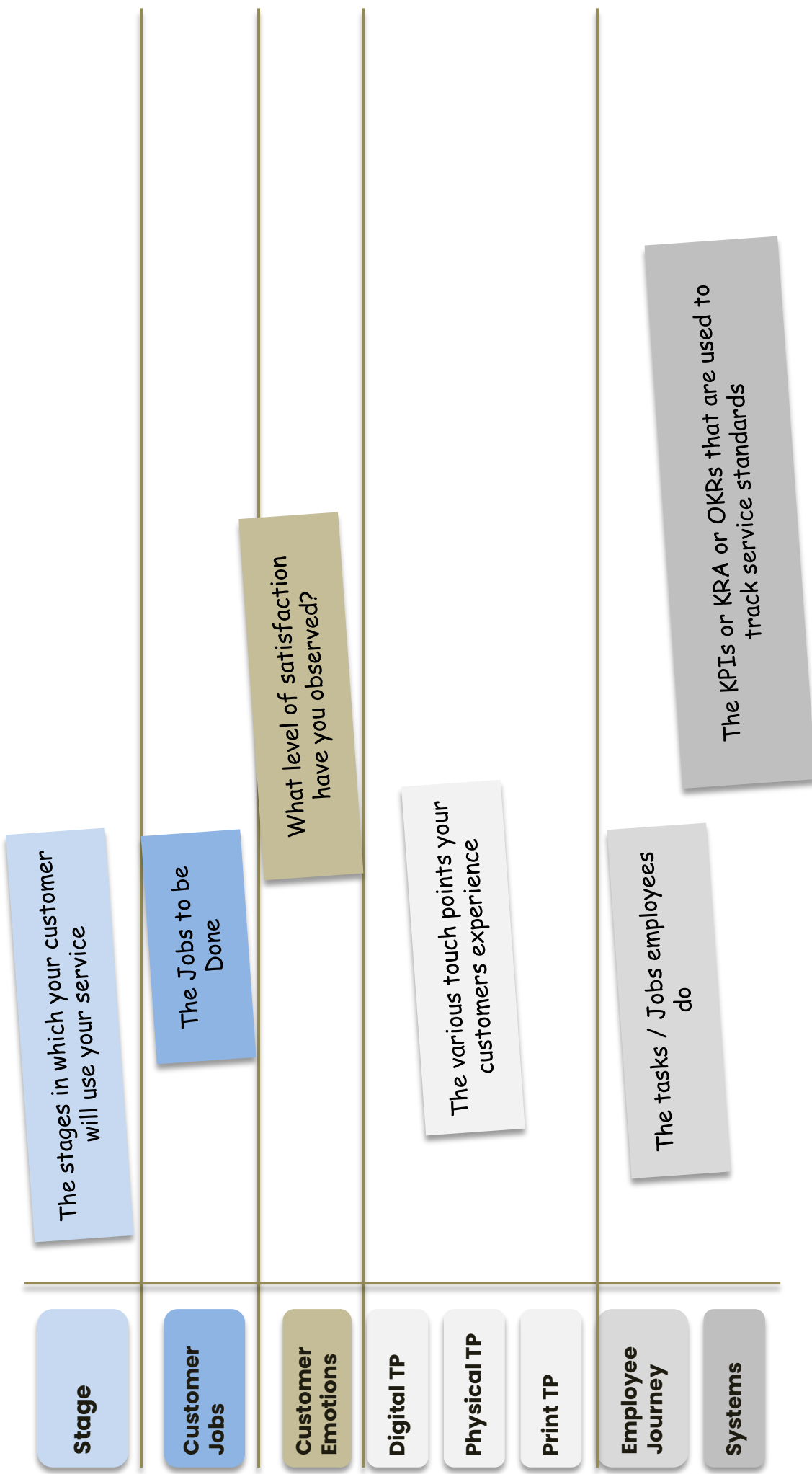
## Simply put, your service promise should answer these four basic questions

1. What do your customers want?
2. How are you going to deliver what they want?
3. How are you going to do it better than your competition?
4. How are you going to stay in the promoters' section while giving your BEST SERVICE?

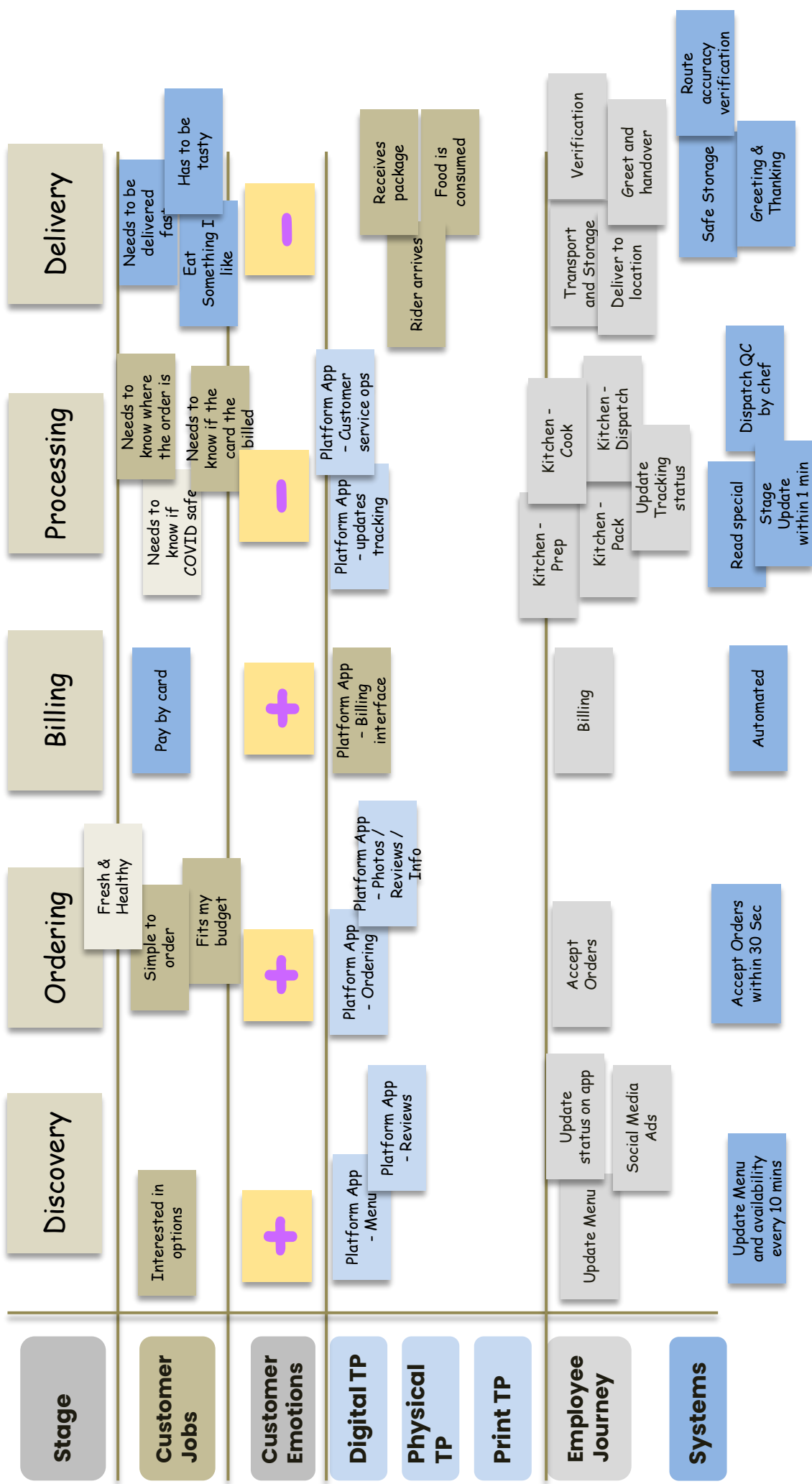
A service promise is important for the following reasons.

1. It provides a clear focus that is intended to both inspire and direct.
2. It articulates the promise you make to your customers.
3. It allows everyone to know what is important and what will be measured.
4. It provides a common, corporate or departmental criteria for decision-making.

## The customer experience map



# An online fast-food restaurant



# A shared service example: You can modify this

Stage				
Customer Jobs				
Customer Emotions				
Digital TP				
Physical TP				
Print TP				
Employee Journey				
Systems				

# Understanding Service Scope & Service Promise



## The Customer Experience Map Checklist

- ✓ Define your customer/s
- ✓ Identify Customer Jobs to be done
- ✓ Understand the job types, functions & rank
- ✓ Define your service stages
- ✓ Define your customer touch points
- ✓ Match your employee jobs and systems
- ✓ Analyze your customers emotions or sentiments

## HOMEWORK EXERCISE: (Submit in 7 Days)

- Work in groups that represent your function
- Look at your service scope
- Go through the latest customer satisfaction survey
- Use the checklist provided and map your functions customer experience journey



# The 5-Step Approach to Design Thinking



- **Empathize**
  - Understand the problem that you're trying to solve.
- **Define**
  - Allow new thinking and find out what people really need
- **Ideate**
  - Think outside the box and find new solutions
- **Prototype**
  - Investigate problems with solutions
- **Test**
  - Test to learn how to make new ideas better

# What is Design Thinking?

## Step 01: Empathize

*Understand the problem you are trying to solve*

- **What experience is the user looking for?**
- **Seek to understand**
- **Non-Judgmental**
- **Interviews**
- **Shadowing**

The Porsche is a dream car. A lifelong goal.

*"It's a funny thing about a Porsche. There's the moment you know you want one. There's the moment you first own one. And for the truly afflicted, there's the decade or two that passes in between."*

## Step 02: Define

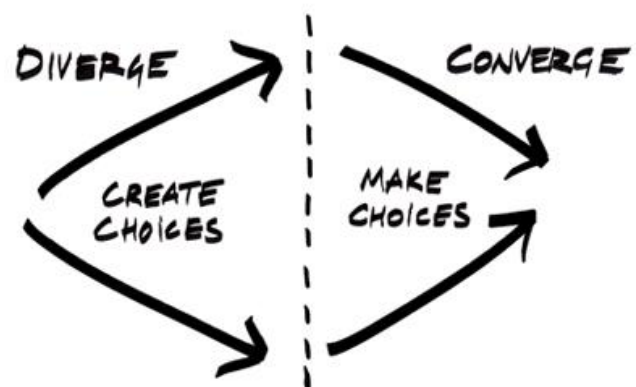
*Allow new thinking and find out what people really need*

- **Who are your customers?**
- **What personas do they have?**
- **What are your customers' pain points?**
- **What do they mean when you say "service"**

## Step 03: Ideate

*Think outside the box, identify new solutions*

- **All ideas are worthy**
- **Diverge and Converge**
- **Prioritize**



# What is Design Thinking?



## Step 04: Prototype

*Investigate the solutions first*

- **Mock up**
- **Storyboards**
- **Fail fast – learn fast**
- **Iterate quickly**

## Step 05: Test

*Test to learn how to make it better*

- **Understand the impediments**
- **What works?**
- **Role play**
- **Iterate quickly**

# Online & Offline Presence

## 10 Essential Virtual Etiquette Rules to remember:

- 1.Wear professional attire (not just the top half!)
- 2.Be on time/early.
- 3.Test your connection, screen, and equipment before hand.
- 4.Choose the right software
- 5.Have an agenda and stick to it.
- 6.An uncluttered, quiet background/surroundings
- 7.Mute yourself unless you are specifically talking
- 8.Camera on, otherwise make a call.
- 9.Pay Attention!
- 10.Leave early if you must, but not without informing.

## Why your social media matters

### 5 Reasons your Social Media Matters to employers:

- 1.Brand Reputation: Employees' social media activities can impact the company's brand image.
- 2.Legal and Regulatory Compliance: Employers need to ensure employees comply with regulations related to social media usage.
- 3.Data Security and Confidentiality: Employees' social media posts can pose risks to company data security and confidentiality.
- 4.Employee Productivity and Engagement: Social media can both hinder productivity and enhance employee engagement if used strategically.
- 5.Culture Fit: Employers consider employees' social media presence to assess their alignment with the company's culture.

# Presentation Skills

## The 3 Good Legs of a Presentation

**Content**

**Visual Design**

**Delivery**

### The Pitch

Recommends a new action or solution

- **The Windup:** We start with a quick summary of where we are today.
- **The Hurdle:** We introduce a problem we're facing.
- **The Vision:** We show a glimpse of a way over the problem.
- **The Options:** We present two ways to reach the vision – a boring one and an inspiring one.
- **The Close:** We show why the inspiring option is really the only option.
- **The Fine Print:** With our audience excited, we cover the details of how we make it happen.
- **The Hook:** We end with an added benefit

*"They may forget what  
you said, but they will never  
forget how you made them  
feel."*

*– Carl W. Buechner.*

# Presentation Skills

## How to Design your Slides like a Pro

### Handling text like a designer

#### Point Size

Placing text on a slide may seem like a simple task, but it involves several important design choices that will affect the way your viewers perceive and process your message.

For starters, make sure to use uppercase letters for short titles and not complete sentences, as this makes them harder to read.

Business guru Guy Kawasaki also advises to use text with a point size no smaller than 30.

For larger venues, such as a TED conference, there are presenters who use text as big as 72 to 120 points.

#### Leading

Another common mistake is too little or too much space between lines, known as leading.

Most presentation tools allow you to adjust the leading so that your text can breathe. Since the default spacing between lines in presentation software is often too high, it's a good idea to modify it in accordance with your chosen font.

Take a look at how the slide on the left has too much leading, while the one on the right has too little. The leading applied to the slide in the middle is just about right.

#### List your Favourite Fonts

With so many fonts out there, it can easily become a time-consuming task to choose the best ones for your slide deck.

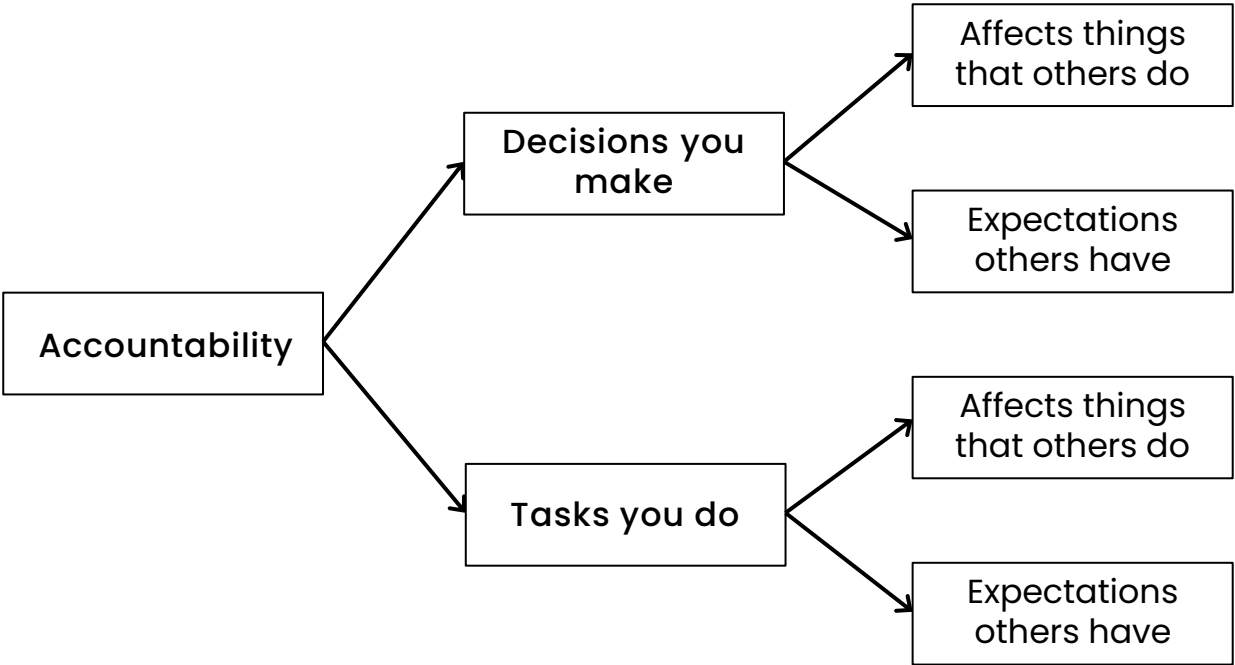
One way around this is to create a list of your preferred fonts for use in any visual presentation.

Sans serif fonts (which do not come with small lines at the end of strokes, unlike serif fonts) work well in presentations with small amounts of large text. For longer paragraphs of text, serif fonts are recommended as they improve readability.

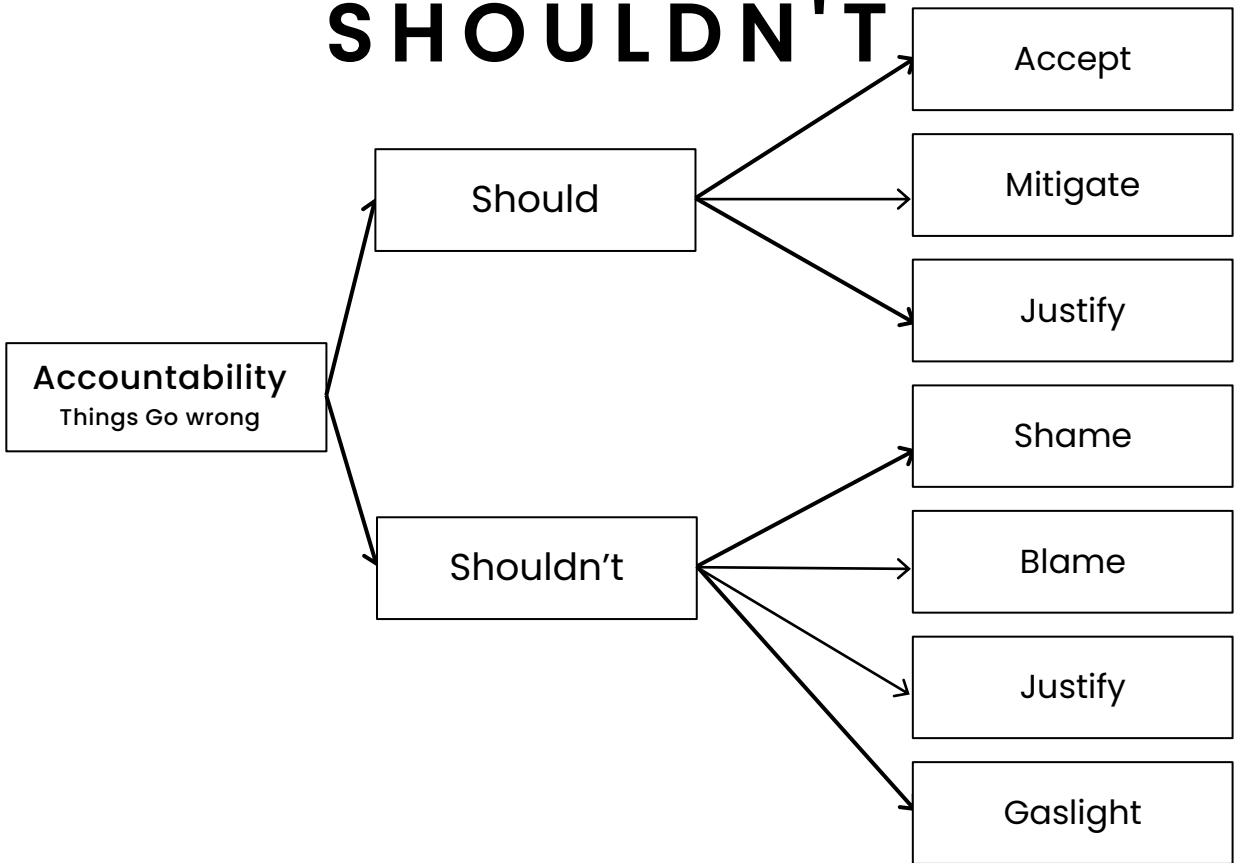
Presentation guru Garr Reynolds lists some of his favorite fonts: Caslon, Garamond, Baskerville, Helvetica, Futura, Bodoni, Frutiger, Rockwell and Franklin Gothic.

You can create your own list by browsing through this selection of [free web fonts](#), as we've done here.

# ACCOUNTABILITY



## SHOULD'S & SHOULDN'T



# The Concept of Dividing the Pie

## Scenario Case: Pizza



- A & B are the players. They are friends in a classroom trying to order pizza.
  - A has Rs 800/- with him and B has 1500/-
  - A & B can both individually order a small pizza worth Rs 799/- and a medium pizza worth 1499/- respectively.
  - The small pizza has 4 slices, and the medium has 6.
  - They spot an offer! Buy a large Pizza for Rs 2300/- (8 slices) and get another large for FREE!
  - They decide to pool their cash and take the offer together.
  - How should they divide the 2 pizzas they get?
- 
- **Step 01:** Identify the individual status quo's
  - **Step 02:** Identify the value of the Coalition
  - **Step 03:** Identify and calculate the pie
  - **Step 04:** Identify what value each partner brings and what each will do without the other?
  - **Step 05:** Frame your fair-basis of division
  - **Step 06:** Recalculate



# Through Agreement Getting to Pie Recap



1. Think of dividing a Pie through agreement
2. Let's Take Ben and Jerry.
3. Ben on his own can create a business of Rs. 1000 and Jerry on his own can create a business of Rs. 2000
4. But together they can create a business opportunity of Rs. 5000
5. They both want 100% of the business ideally.
6. Negotiation is NOT a tug of war. Rather, it is a Principled Argument
7. Think of it as a math problem
8. Asking the entire Pie is not a fair discussion or a correct argument.
9. Thinking of Negotiation this way allows you to be: Dispassionate and Understand what is clearly at stake.

- **Your first goal is to understand what the pie is**
- **Understand, what happens if this discussions fails?**
- **Have all the cards on the table**
- **Both A & B want the full Rs 5000/-**
- **We can try to go for 50%50% – Fair?**
- **What's at play?**

# Through Agreement



- **Your first goal is to understand what the pie is**
- **Understand, what happens if this discussions fails?**
- **Have all the cards on the table**
- **Both A & B want the full Rs 5000/-**
- **We can try to go for 50%50% – Fair?**
- **What's at play?**

**A = 1000**

**B = 2000**

**A together with B=C**

**C=5000**

**$C - (A + B) = 2000$**

**The Pie=2000**

**So, the Game at play is Rs 2000**

**The Negotiation is all about the Pie**

## Takeaway

The pie is how much more two parties, A and B, can achieve by working together than they can get if they don't reach an agreement.

In more technical terms, The pie = net benefit from working together – (A's net benefit on its own + B's net benefit on its own) where net benefit is the benefit leftover after costs.



**Every change is a challenge, and  
every challenge is an opportunity**

**THANK YOU.**

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