

Develop Your Successful

CUSTOMER SERVICE STRATEGY

With the LearningIQ 360° Service Blueprint



Simplify Your Service Strategy Development by focusing on what is truly important.

Why this approach works:

- It starts with your customer goals and backs up from there to ensure targets are met.
- No wasted time with fads or concepts; the primary focus is operationalization.
- No band aids or short-term fixes, instead a 360° holistic solution.
- The program will improve both customer AND employee satisfaction.
- REAL CX RESULTS within months.



CUSTOMER EXPERIENCE

1

SET THE RIGHT GOALS

- Consider each touch point along the customer journey.
- Detail expected customer experience (CX) team by team.
- Document current pain points and friction.
- Consider the effect of channels on sentiment.
- Establish any correlations with company metrics.
- Consider internal connections that affect CX.
- Deliver comprehensive customer service objectives.

WHY START HERE



Insight beyond typical biz metrics



Ensures proper goal setting



Helps to identify behaviors/skills requirements





BEHAVIORS & SKILLS

2



ROLE-BASED PERFORMANCE ROADMAP

- Team leaders help identify the specific behaviors and skills to achieve the previously identify service goals.
- These are documented in detail as role-based criteria and standards.
- Expectations will be used in support of coaching, goal setting, job descriptions, and more.

SPECIFIC EXPECTATIONS



Ensure behaviors/skills deliver results



Role-based CX playbooks



Eliminate vague job descriptions

360°



QUALITY PROGRAM

3

QUALITY AND PERFORMANCE

DRIVE ADOPTION & SUCCESS



Evaluations ensure employees adopt practices



Focus on performance enhances skills



Frequency allows for timely adjustments



What you focus on only gets better

- No program? Best practices are applied to craft a quality monitoring program that ensures the expected behaviors and skills are exhibited.
- Have a program? Your program can be updated to ensure alignment and best practices.



360°



TRANSFORM COACHING

4

UNLOCK POTENTIAL | ART OF COACHING

- Spend more time developing vs. coaching unchanging behaviors.
- The 'Unlock Potential' workshops help people leaders practice a collaborative, paradigm shifting development approach.
- This flexible model shifts performance ownership to the employees.
- It maximizes time spent with the team member and gives people the tools to achieve their full potential.

EFFECTIVE PERFORMANCE DEVELOPMENT



Development workshop empowers coaches



Employee driven model based on what works best



Consistent and collaborative coaching

360°



360°

360°



TRAINING ALIGNMENT

5

TRAIN HABITS EARLY



Equip new hires with requisite CX skills day one



Ensure adoption & build habits



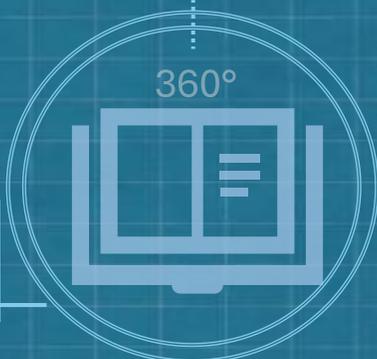
Set expectations through learning practice, & application



Make exceptional service the norm



360°



TRAINING ALIGNMENT

- Ensure CX behaviors/skills are incorporated into current training curricula.
- Employees learn how deliver terrific service from the beginning.
- Application of knowledge means employees are ready to apply the correct behaviors.

360°

360°

360°



RECRUITING FIT

6

HIRE RIGHT

- Attracting the right talent that matches desired CX behaviors will help you find genuine customer-centric employees.
- Description clarity helps candidates understand the nature of their role.
- When recruiters focus on CX-specific behaviors/skills, you're more likely to hire the best fit.



CX CENTRIC EMPLOYEES



Revise job descriptions.



Improve quality, reduce turnover.

360°

360° SERVICE BLUEPRINT

learning^{IQ} can help you with specific phases, or all your Service Strategy Development.

Why the approach works:

It starts with your **customer goals** to ensure targets are met.

It identifies & documents **specific behaviors/skills** required to meet your CX targets.

Your **quality program** will align and ensure adoption of these behaviors/skills.

The **Unlock Potential** workshop helps leaders get the most from teams.

Behaviors/skills are set day one as training includes necessary expectations.

Customer-centric **job descriptions** will deliver more qualified employees.

360°
CX

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