



# MAXIMIZING THE CUSTOMER EXPERIENCE



## *Study Guide and Action Plan*

Developed by:



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# Maximizing the Customer Experience Study Guide & Personal Action Plan

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Welcome

### Congratulations.

By starting this program, you are about to take your journey into the challenging world of service excellence to new heights.

This online program is based on our highly successful classroom training program: *Customers forever: Delivering Exceptional Customer Service*. For the last 15 years, organizations in North America, The United Kingdom, Europe and the Pacific Rim have used the concepts and best practices presented in this program to maximize the service experience their customers encounter with them.

While always important, customer service is becoming even more critical as the means of retaining customers and improving the profit performance of your Organization.

Customers are expecting more from the companies they do business with and exceptional service is the only thing that you can provide which will ensure that your customers' believe that you want and value their business.

Now, you have the opportunity to join the best-of-the-best and become a certified customer excellence specialist.

I encourage you to dedicate the time you need to understanding and applying the concepts and practices we will be covering in this comprehensive online program.

We hope you find this program, educational, interesting, helpful and fun.

Good luck and good learning.

Sincerely:



Ray Miller  
Author and Trainer



# Maximizing the Customer Experience Study Guide & Personal Action Plan

## About this Study Guide and Personal Action Plan

This Study Guide and Personal Action Plan has been developed to help you get the most out of this online training program.

There are eight training modules in the online program. Within each module you will have an opportunity to complete short quizzes. In addition to these quizzes we have included a number of learning exercises. The exercises are designed to help you work with the concepts presented in the course modules and by using the Personal Action Planning tools, develop your own plan for how you will apply what you learn in this program to your job.

Once you have completed your plan, please arrange to meet with your supervisor to review your plan in detail. This meeting is your opportunity to discuss specific customer service issues with your supervisor, to clarify any questions you may have regarding any of the topics or best practices covered in this course and/or how these topics and best practices relate to your particular area of responsibility.

**Please Note:** Be sure to take plenty of notes regarding any key information you wish to have available to refer back to after you have completed each module.

We have provided extra pages in your study guide for notes.

Please be sure to print a copy of this document and have it with you as you complete the modules of this course.

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## How to use this program

Complete instructions on how to use the online course are included in the Introduction module to this program.

Here are some tips on how to maximize your learning experience.

### **1. Allow plenty of uninterrupted time to complete each module.**

To help you plan your time, here are the average times needed to complete each Module. The time it takes to complete a module will vary from person to person. Accordingly we have provided a typical range of time to help you plan your studies. The entire program takes from 6 to 7 hours to complete.

Module	Average time to complete
Introduction	8 - 10 minutes
Module 1: Why Service?	36 - 40 minutes
Module 2: What is Customer-Focused Service?	30 - 35 minutes
Module 3: What Customers Want	40 - 45 minutes
Module 4: Customer Expectations and Perceptions	40 - 45 minutes
Module 5: Moments of Truth and Coffee Stains	90 - 100 minutes
Module 6: Internal Partners	50 - 55 minutes
Module 7: When Problems Occur – Service Recovery	40 - 45 minutes
Module 8: Enhance and Align the System	30 to 35 minutes

### **2. Work in an area away from distractions, noise or telephones.**

### **3. Tell your supervisor when you will be working on a module so that coverage of your work can be arranged and/or work on the modules during less busy periods.**

### **4. Follow all the online instructions and click on all the links provided.**

### **5. Complete all the Pop Quizzes and Final Quizzes.**

### **6. Be sure to complete each part of your Personal Action Plan when instructed to do so during the program.**

### **7. Write down any ideas or questions that occur to you as you work through the topics so that you can review these later with your supervisor.**

### **8. Be sure to make a note of anything you wish to refer to later.**

### **9. Complete all the modules within 60 days from the time you start the course.**

There is a time limit for completion of this course. Be sure to complete it within the 60 day period.

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Learning Activities

This Study Guide contains learning activities. These are in addition to the quizzes you will be completing online. These activities are designed to help you apply your understanding of the information presented in the online training program.

If you have not already done so, please print out a copy of this document and have it with you as you work through the various modules of this program. Complete the activities as instructed.

These activities include:

Exercise 1: What are Your Customers Worth?

Exercise 2: Finding Out What Your Customers Expect

Exercise 3: Your HEART Monitor

Exercise 4: Cycle of Service- Moments of Truth

Exercise 4.1: Succeeding at My Moments of Truth

Exercise 5: Coffee Stains

Exercise 6: My Internal Partners

Exercise 7: How Good a Service Partner Are You?

Exercise 8: Requirements and Consequences

We have also provided you with some notes pages so you can make a note of anything you wish for ease of reference later.

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## About the Personal Action Plan

This Personal Action Plan will help you to apply what you have learned as you complete this online course.

This plan has two components. The first component is an analysis form which raises key points covered in each module, key questions to ask yourself and space to identify specific action steps you plan to take based on what you will start, stop and continue doing as a result of what you learned in each module. There are eight parts to this tool. One for each module in the course.

The second component of this tool is a simple organizer on which you can consolidate your action steps as well as plan for how you will implement these steps.

Once you have completed your plan, arrange a time to meet with your supervisor to review your plan. During this meeting, take the opportunity to clarify any questions or issues you may have identified during the course and to discuss any additional help and/or support you will need in order to successfully implement your plan.

Be sure to complete your plan when directed to do so in each module of the course. Do not wait until you have finished all eight modules as you could easily miss something important.





# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise 1: *What are Your Customers Worth?*

How much is one customer worth? Take any customer segment of your business... an end user, a distributor, a private contractor. What is the annual revenue of an average customer in a particular segment? If you are not sure, check with your supervisor or make an educated guess.

- A. Average annual revenue \$ \_\_\_\_\_
- B. Revenue if they remained your customer for 5 years \$ \_\_\_\_\_
- C. Revenue if they remained your customer for 10 years \$ \_\_\_\_\_

If you lost this typical customer's business next year... what is your guess as to what percentage of that revenue loss would be profit? (10%, 20%, 30% or more?)

D. \_\_\_\_\_%

Imagine if you lost only one customer every day for just one year. That's 365 customers... each representing the figure above. What are the results? (*Let's assume you do business 365 days a year for this exercise*)

- 365 customers X item A. = \_\_\_\_\_ revenue loss for the year
- 365 customers X item B. = \_\_\_\_\_ revenue loss over 5 years
- 365 customers X item C. = \_\_\_\_\_ revenue loss over 10 years

Multiply each of these amounts by the percentage in D above.

How much could a frown cost your Organization? \_\_\_\_\_

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 1: *Why Service?*

### Points to Consider:

- Delivering high-quality customer-focused service is essential in achieving success.
- It is through customer-focused service that you can differentiate yourselves as an exceptional service provider.

### Ask Yourself:

What can I do to demonstrate my commitment to maximizing the customers' service experience?



**THINGS I WILL START DOING**



**THINGS I WILL STOP DOING**



**THINGS I WILL CONTINUE DOING**



# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 2 *What is Customer-Focused Service?*

### Points to Consider:

- Customer-focused service is adding people to your services.
- It is the Attitude, Knowledge, Care, Helpfulness, Reliability, Enthusiasm, Responsiveness, Concern, Courtesy, Expertise that you bring to your job every day.
- We can have the best services available but unless these are supported by high quality service, you will not differentiate yourselves.

### Ask Yourself:

What can I do to add value to our services?

What can I do to differentiate the service I provide?



**THINGS I WILL START DOING**



**THINGS I WILL STOP DOING**



**THINGS I WILL CONTINUE DOING**



# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #2: *Your HEART Monitor*

- H**elpful: Demonstrate a sincere desire to help the customer.  
Be accessible.  
Deliver personalized and reliable service.
- E**mpathetic: Demonstrate a clear understanding of the customer's needs or concerns.  
Give each customer undivided attention and treat each customer as an individual.
- A**ble: Demonstrate credibility and gain customer confidence by exhibiting a high quality of knowledge and skill.  
Treat customers in a courteous, efficient and friendly manner.
- R**esponsive: Demonstrate a desire to meet the customer's needs by responding to inquiries, resolving problems and delivering programs, other services, information and materials with speed, accuracy and initiative.
- T**rustworthy: Take actions which demonstrate to customers that they can trust everything that you say and do and that you are acting in their best interest.

1. For each of the five dimensions of HEART, assign a number from 1 (low) to 10 (high) to represent how you believe customers would rate your department.

Dimension	Helpful	Empathetic	Able	Responsive	Trustworthy
Rating (1 low to 10 high)					

2. Based on these ratings, which dimensions could be improved?

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3. What could be done to make all these ratings a 10?

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 3: *What Customers Want*

### Points to Consider:

- There are five different dimensions to service.
- When it comes to service your customers want HEART:  
*Helpful, Empathetic, Able, Responsive, Trustworthy service.*
- You will need to do this consistently if you are to maximize the customer experience.

### Ask Yourself:

Do I know what my customers want and expect when it comes to the service I provide?  
What do I need to do to ensure I understand my customer's situation?  
Do I deliver on all the important dimensions of service?

#### THINGS I WILL START DOING

#### THINGS I WILL STOP DOING

#### THINGS I WILL CONTINUE DOING





# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise 3: *Finding Out What Your Customers Expect*

1. Generate a list of all the ways you can get to your customers to find out what they want and expect.

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2. Now create a list of all the questions you can think of which will irritate your customers and/or guarantee that you get no useful information whatsoever.

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3. Using question two as your guide, develop a list of as many questions as you can which will ensure that you obtain valuable information about what your customers want and expect, using each of the five service dimensions.

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 4: *Customer Expectations & Perceptions*

### Points to Consider:

- To be an essential business partner your service must always meet and whenever possible exceed customer expectations.
- Your actions constantly influence your customers' expectations and perceptions.
- The right questions to ask customers focus on what you need to start doing, stop doing and keep doing.
- No matter what your opinions are about the service you deliver, it's the customer's perception that is reality.

### Ask Yourself:

Do I look at the service and services I provide from the customer's perspective?

Do I know what my customers' expectations are?

What can I do to exceed my customers' expectations?

#### THINGS I WILL START DOING

#### THINGS I WILL STOP DOING

#### THINGS I WILL CONTINUE DOING

**Notes For Module 5:** *Moments of Truth and Coffee Stains*

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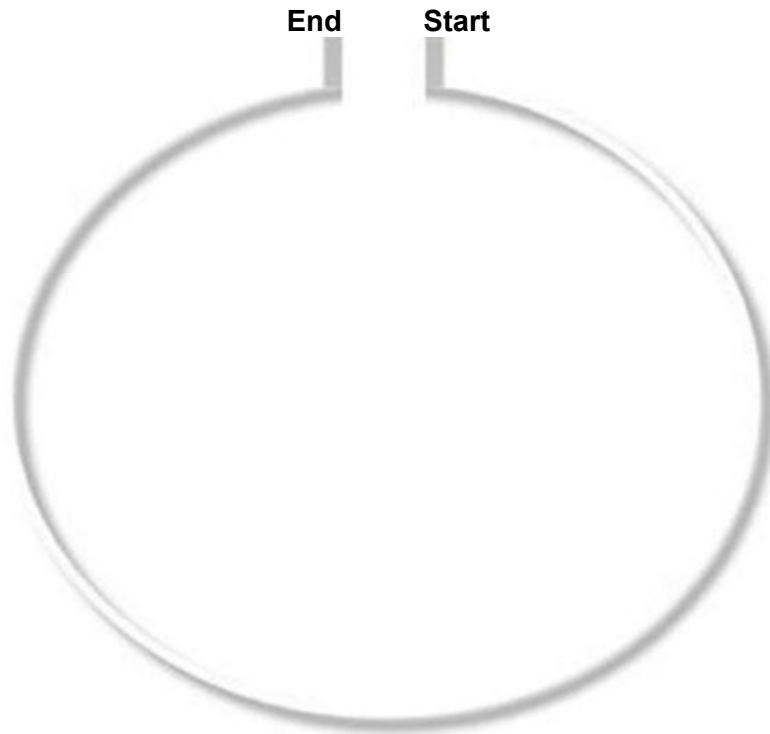
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## Exercise #4: *Moments of Truth - Cycle of Service*

page 1

1. Using the blank Cycle of Service diagram provided below, trace the flow of the customer through your Organization or Department and identify the Moments of Truth.

### Cycle of Service



2. Select one of your moments of truth from the diagram and list what other individuals or departments are involved in the success of that moment of truth.

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Turn to the next page and complete Questions 3 and 4.

## Exercise #4: *Moments of Truth - Cycle of Service*

page 2

3. For the MOT you have selected, record what you would need to do in order to satisfy the customer.

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4. For the same MOT, identify what could be done to impress the customer.

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**After you have finished this module you may wish to come back to this exercise and complete questions 2 to 4 for your remaining moments of truth.**

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #4.1: *Succeeding at My Moments of Truth*

page 1

In this exercise, for each Moment of Truth review each of the actions taken and then place a check mark in the columns to the right which best reflect what you currently do at these Moments of Truth. Then complete Part 2 as instructed below.

### Part 1

#### Moment of Truth and Action Steps

#### I do this now

You receive an inquiry by email

- a) Respond to the inquiry right away
- b) Either provide the information the customer requires in your response or, if you need time to gather the information, indicate in your response when you will be getting back to the customer
- c) Fulfill the customer request within 3 hours of receipt
- d) Confirm with the customer that your response meets his/her requirements
- e) Thank the customer for his/her request

You receive an urgent request by email

- a) Analyze the request and if possible respond immediately
- b) If you are unable to provide the information immediately, acknowledge the request by email and tell the customer exactly when you will provide the information
- c) Respond with the information requested when you said you would
- d) Confirm that the information meets the customer's requirements
- e) If not, clarify and provide additional details
- f) Confirm the additional information meets requirements
- g) Thank the customer for his/her request

You receive an inquiry by telephone

- a) Answer the telephone within 3 rings
- b) Identify yourself and your department
- c) Ensure that you understand exactly what information is being requested
- d) Provide the information
- e) If you are unable to provide the information immediately, tell the customer exactly when you will provide the information
- f) Call the customer back as promised
- g) Refer to your supervisor if the request is beyond your level of knowledge and explain to the caller what you are doing
- h) Transfer the call to your supervisor or provide a response as instructed by your supervisor
- i) Confirm that the information you supplied meets the customer's needs
- j) Thank the customer for his/her request

YES

NO

n/a

Continued on next page

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #4.1: *Succeeding at My Moments of Truth continued* page 2

Part 1

I do this now

### Moment of Truth and Action Steps

YES

NO

n/a

You receive a request by email for an exception or for something that falls outside of standard procedures

- a) Acknowledge receipt by email immediately advising when you will have an answer.
- b) Analyze requirements and if necessary contact the customer by telephone to clarify any questions you might have
- c) Refer the request to your supervisor for direction
- d) Based on the direction from your supervisor, contact the customer by telephone with the solution
- e) Confirm that the solution meets the customer's requirements
- f) Thank the customer
- g) Confirm the steps taken by email or telephone

You receive a request by telephone for an exception or for something that falls outside of standard procedures

- a) Thank customer for calling.
- b) Clarify customer's situation and requirements
- c) Analyze requirements resolve immediately if you have authority to do so.
- d) If matter needs to be referred to supervisor, explain to customer including time needed and ask customer when it would be convenient to call customer back.
- e) Refer the request to your supervisor for direction
- f) Based on the direction from your supervisor, contact the customer by telephone with the solution by or before the designated time.
- g) Confirm that the solution meets the customer's requirements
- h) Thank the customer
- i) Confirm the steps taken by email if appropriate.

Customer contacts you by telephone with an urgent need

- a) Thank customer for calling.
- b) Clarify customer's situation and requirements
- c) Analyze requirements resolve immediately if you have authority to do so.
- d) If matter needs to be referred to supervisor, explain to customer including time needed and ask customer when it would be convenient to call customer back.
- e) Refer the request to your supervisor for direction
- f) Based on the direction from your supervisor, contact the customer by telephone with the solution by or before the designated time.
- g) Confirm that the solution meets the customer's requirements
- h) Thank the customer
- i) Confirm the steps taken by email if appropriate.

Continued on next page





## Exercise #5: *Coffee Stains*

1. Take exactly 5 minutes and walk around your office. Take a pen and this page with you and make a list of as many Coffee Stains as you can see in the time allotted.
2. When you are done, continue with the next page of the course.

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 5: *Moments of Truth and Coffee Stains*

### Points to Consider:

- Identify your Moments of Truth.
- Determine who is involved and what must be done to ensure success at these Moments of Truth.
- Accept responsibility for the success or failure of those Moments of Truth.
- Remove all Coffee Stains consistently.

### Ask Yourself:

Do I have a clear idea of my Moments of Truth (MOT)?

Do I currently deliver a level of service at these MOTs which, at the minimum, satisfies each customer?

Do I wipe up “coffee stains” whenever I see them?

### THINGS I WILL START DOING

### THINGS I WILL STOP DOING

### THINGS I WILL CONTINUE DOING



## Exercise #6: *My Internal Partners*

1. List the names of people or departments **whom you rely on** for information, support, help, cooperation, resources, etc.

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2. List the names of people or departments **who rely on you** for information, support, help, cooperation, resources, etc.

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #7: How Good a Service Partner are You?

1. From the previous exercise, select one of your partners from question # 2 and complete the following assessment.

Partner Name: \_\_\_\_\_

1 = Never      2 = Seldom      3 = Sometimes      4 = Often      5 = Very Often      6 = Always

This Partner would say that	1	2	3	4	5	6
1. I am helpful and cooperative.						
2. I remove obstacles which prevent them for delivering excellent service.						
3. I am available when they need help.						
4. I am responsive and reliable.						
5. I am concerned and caring.						
6. I am empathetic to their issues.						
7. I reinforce that serving the customer is the priority.						
8. I take action quickly to correct inconvenient policies and procedures.						

2. If you rated yourself anything less than a six in every category, what do you need to do to become a six?
3. How do you think this partner would respond if you were to ask him or her to rate you? Would the rating be the same or different?
4. Record any actions you need to take in the space below.

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### Optional

As your relationships may be quite different with each of your partners, you may wish to complete this assessment for each of your other partners as well.

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #8: Requirements and Consequences – Part 1

The following exercise will help you to identify what you know about your internal partners.

1. Fill in the boxes with the names of people or departments which you identified in question 1 of Exercise # 6 *My Internal Partners*.
2. For each person or department you have listed, check either Yes or No in the tick boxes, for the two questions in the columns to the left.

Do they understand the consequences to my customers?		Do they understand my requirements?		Who are the Internal Service Partners that you/your department need in order to serve your customers?	
				People or Department	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	YOU - YOUR DEPARTMENT
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	
YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<input type="text"/>	

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Exercise #8: Requirements and Consequences – Part 2

1. Fill in the boxes with the names of people or departments which you identified in question 2 of Exercise # 6 *My Internal Partners*.
2. For each person or department you have listed, check either Yes or No in the tick boxes, for the two questions in the columns to the right.

Who are the Internal Service Partners that need you/your department in order to serve their customers		Do I understand their requirements?		Do I understand the consequences to their customers?	
People or Department					
YOU - YOUR  DEPARTMENT		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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		YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>

3. Based on your answers from Part 1 and Part 2, what should you do?

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# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 6 *Internal Partnerships*

### **Points to Consider:**

- Ensure that excellence in service partnerships comes first.
- Ensure that you understand who you rely on and who relies on you and what needs to be done to exceed customer's expectations.
- Ensure that you understand how what you do personally impacts your partners and ultimately the customer.
- Ensure you understand your partners' requirements and time frames and that they understand your requirements and time frames.
- Ensure that the way you do business with your service partners is easy and convenient.
- Take Personal Responsibility and end-to-end ownership of each issue.
- Be a better partner...help others serve you better.

### **Ask Yourself:**

Do I consistently look for ways to help my partners serve me and my customers better?

Do others find it easy to do business with me?

Do I understand what my partners need and do they understand what I need in order to exceed customer expectations?

What do I need to do to take end-to-end responsibility for every issue?

What do I need to do in order to stay above the line?

Continued on the next page

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 6: *Internal Partnerships*

THINGS I WILL START DOING

THINGS I WILL STOP DOING

THINGS I WILL CONTINUE DOING



# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Rules to Live By

1. Commit yourself to exceeding customer expectations
2. Take personal responsibility for identifying and removing obstacles to Service
3. Keep your promises – ALWAYS!!!
4. Do not over promise and under-deliver – set realistic expectations
5. Anticipate problems and have a plan when these problems occur
6. Communicate personally and consistently
7. Demonstrate unwavering respect and Integrity
8. Be pro-active - Take the initiative
9. When handle customer concerns:
  - Place no blame, just solve the problem
  - Assume total responsibility for “making it right”
  - Quickly attempt to correct the problem or get someone who can help immediately
  - Remain concerned, helpful, apologetic, interested and sympathetic
10. Do everything with HEART

## Personal Action Plan – Part 7

### Points to Consider:

- Pro-active service recovery will have a significant, positive impact on your customers' expectations and perceptions of you and your company.
- Customers will complain about your services if these do not function as promised.
- Your customers are less likely to complain about the service they receive based on HEART.
- Finding out what your customers like and don't like about your service is essential.
- Use collaborative language.
- Ensure that you avoid the typical errors people make when dealing with customer problems.

### Ask Yourself:

Am I pro-active in finding out if customers are unhappy or do I wait for them to complain?

Do I consistently strive to exceed customers' expectations?

Do I do what I say, when I say I will do it?

Do I have a plan in place to address predictable recovery situations?

Have I ever made any of the most common recovery mistakes other service providers make?

Can I improve how we keep track of customer complaints or problems?

What can I do to ensure I consistently follow the Rules to Live By?

Continued on the next page

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 7: *When Problems Occur – Service Recovery*

THINGS I WILL START DOING

THINGS I WILL STOP DOING

THINGS I WILL CONTINUE DOING



## Personal Action Plan – Part 8

### Points to Consider:

- Innovation is a core value of most organizations. This requires the rapid, continuous enhancement to all processes, policies and systems which impact on the customer.
- Sustained quality improvement efforts require the highest level of commitment from every employee and this commitment must be demonstrated through their actions.
- Any system that wasn't designed for the essential purpose of creating a high level of customer satisfaction rarely, if ever, results in high levels of customer satisfaction... no matter how hard employees try!
- Employees at all levels of the organization must be actively involved in the implementation of improvement plans.
- Customers and partners also need to be included in the process.
- Minor improvements can be perceived as major improvements by the customer.
- Stories are a true measure of how well you serve customers.
- Your customers will tell great stories about you if you consistently exceed their expectations.

### Ask Yourself:

What can I do to ensure that I am continually seeking better, faster and different ways of doing my job?

When was the last time I submitted an improvement idea?

If it was not implemented, was the need, benefits to the customer and benefits to my Organization clearly outlined?

When I submit an improvement idea do I also provide a solution?

What can I do to ensure my customers tell great stories about the service I provide?

Continued on the next page



# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan – Part 8: *Enhance and Align the System*

THINGS I WILL START DOING

THINGS I WILL STOP DOING

THINGS I WILL CONTINUE DOING

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan Summary Worksheet

GOALS	ACTIVITIES	SCHEDULE	POTENTIAL OBSTACLES AND OBSTACLE REMOVAL STRATEGIES

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Personal Action Plan Summary Worksheet

GOALS	ACTIVITIES	SCHEDULE	POTENTIAL OBSTACLES AND OBSTACLE REMOVAL STRATEGIES

# Maximizing the Customer Experience Study Guide & Personal Action Plan

## **Congratulations!**

You have completed the Maximizing the Customer Experience Online Program.

Please remember to print your Certificate of Completion and show it to your supervisor. Printing instructions are provided on the next page.

Be sure to take the time to review your Personal Action Plan with your supervisor at the same time.

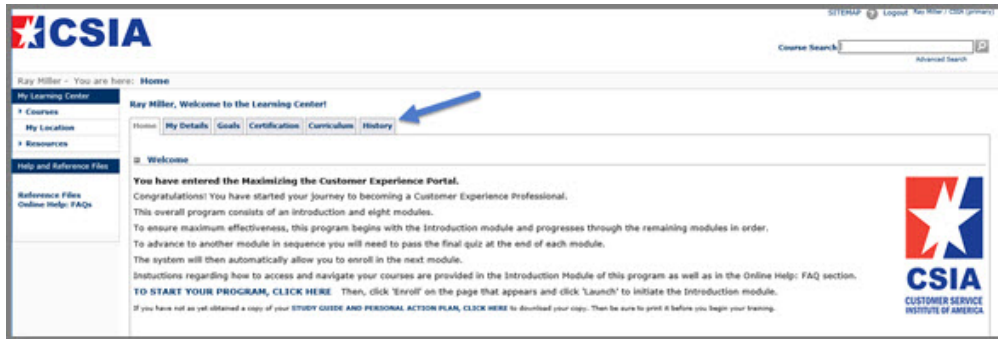
We thank you for taking the time to complete this program and we encourage you to take all that you have learned and begin to apply it right away. Your customers and your partners will appreciate it.

Good luck on your journey to maximizing your customers' service experiences.

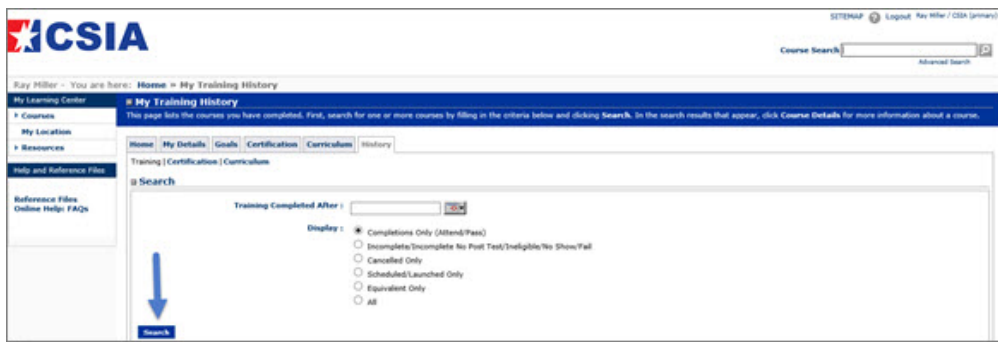
# Maximizing the Customer Experience Study Guide & Personal Action Plan

## Printing Your Certificate

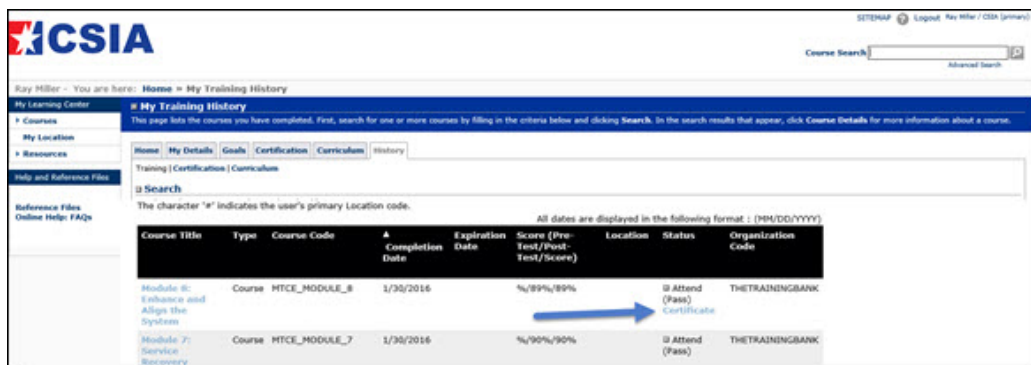
Printing your certificate is very simple.  
On your Home Page, click on the “History” tab.



On the page that appears click on Search.



In Module 8 of your History report you will see “Certificate” in bold blue letters. This is near the top of the page and it’s on the right hand side of the page.



Click on this and your certificate will be generated by our system. It will appear as an Adobe Acrobat pdf file. Then simply print your copy and you are done.