

The Cycle of Success

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The content for this presentation was created by Customer Service Profiles (CSP). The views and opinions expressed herein are those of CSP, and do not necessarily reflect those of Harland Clarke.

Presenters



Jeff Dahms

Jeff Dahms has been researching and applying Organizational Development Interventions to improve performance of, and satisfaction with, institutions, teams, and individuals for over 15 years.

At Customer Service Profiles (CSP) he develops new and innovative ways to apply advanced statistical techniques to customer satisfaction data and integrating the findings into transactional and transformational action plans for organizations.



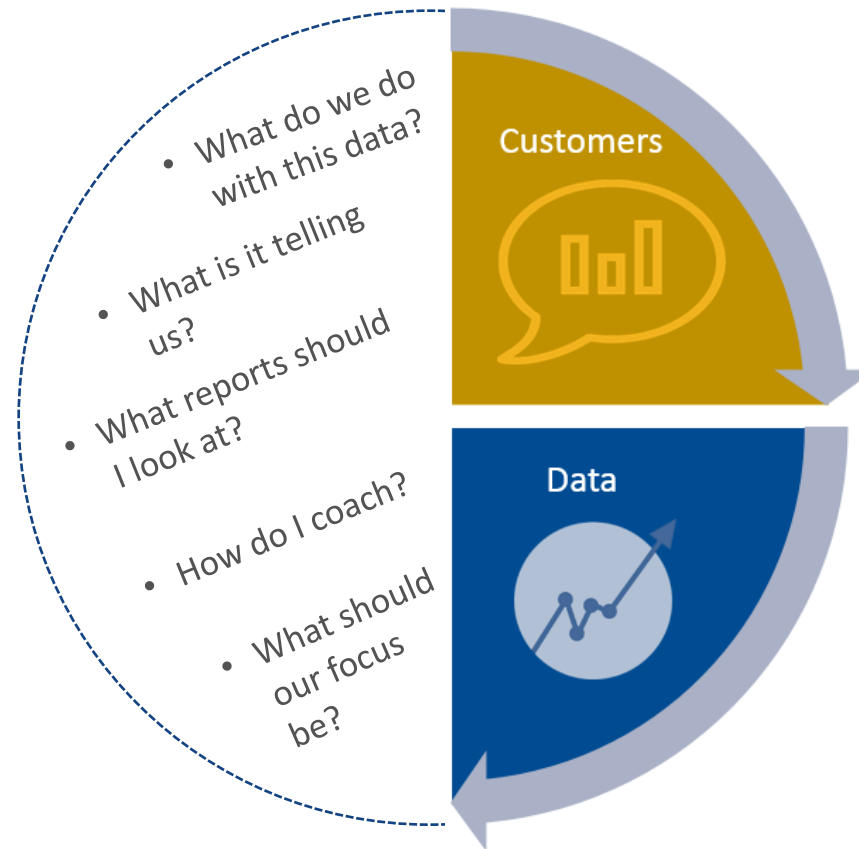
Brittni Redding

Brittni has been with CSP since 2016. She has 14 years of banking experience with an emphasis on design, implementation and facilitation of learning initiatives.

Brittni joined CSP from a national non-profit organization where she was a Learning and Development Consultant in Human Resources. In addition to earning PHR and SHRM – CP credentials, Brittni is also a Gallup Certified Strengths Coach.

Brittni is responsible for partnering with clients to turn data into action and managing CSP's Manager Development & Training program.

Need to develop a customer INTEGRATED model

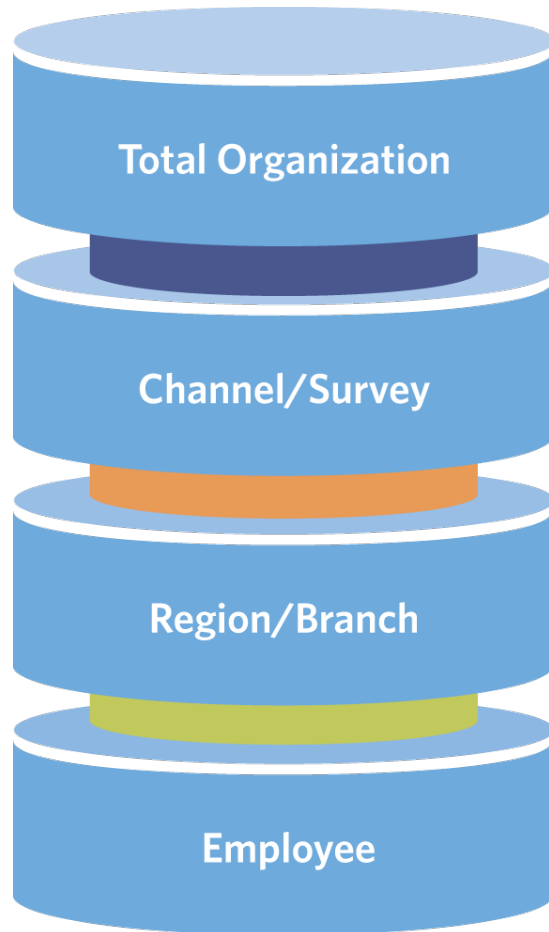


Need to develop a customer INTEGRATED model



Cycle of Success
Turning Data into ROI

Data needs to be usable to be valuable



- A successful consumer experience program provides data and analysis on multiple levels.
- From individual employee scores to a total organization snapshot.
- Information for action can be delivered to the right place at the right time.

Manager Development and Training

Develop the banks' abilities to use the data to coach, motivate, and manage employees within their unique Service Climate

“Our service levels to our customers were consistently lower than our peers until CSP implemented their Manager Development and Training process. Thanks to CSP’s expertise and approach, our managers embraced the training process and the results have exceeded our expectations.”

Ann Helm, Sr. VP
Centris FCU

Service Climate

Work climate

Refers to the meaningful interpretations of work environment, such as:

- Do people take pride in excellence?
- Are we focused on service of each other and of the customer?

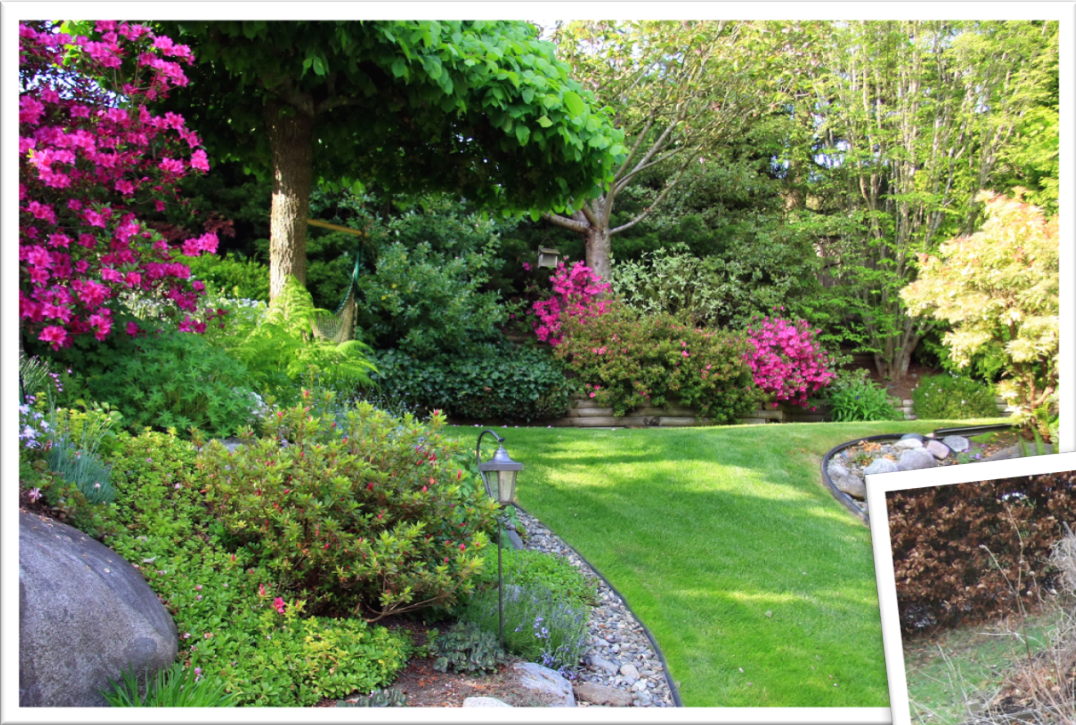
Climates are created by employees, but can be shaped by management

Managers can influence climate to demonstrate what it should look like as well as set goals and expectations

Factors influencing climate:

- Practices, procedures, cohesion, support, clarity, managerial control

Organizational Climate in Action:



Management Support

- The extent to which employees perceive that managers encourage and reinforce the delivery of high-quality customer service
- Includes: setting service related goals, providing recognition and rewards to employees for providing good service, and removing obstacles that prevent employees from effectively servicing customers

Managers become engaged leaders when:

- Conscientious
- High Self-Esteem
- Emotionally Stable
- Believe that their fate is dependent on what they do, not luck

Examples of what an engaged leader does:

- Delivers what others would agree is above and beyond their expectations for the role – in pace, results, and quality
- Achieves much more than their peers – a role model at over delivering
- Is recognized by others as a great leader in how they operate
- Positively and productively influences the behavior of others
- Is an example that others emulate or are inspired by
- Retains key talent
- Develops key talent

Positive Service Climate

Employees shared perception that excellent customer experiences are...



Rewarded

Supported

Expected

Modeled

Thank You!