

ENGAGING SERVICE

employee and customer experience

Eliminating Blame Culture and Implementing Change

Presented by Andrew McMillan

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**"I recently shampooed my pet rabbit with
Body Shop shampoo.**

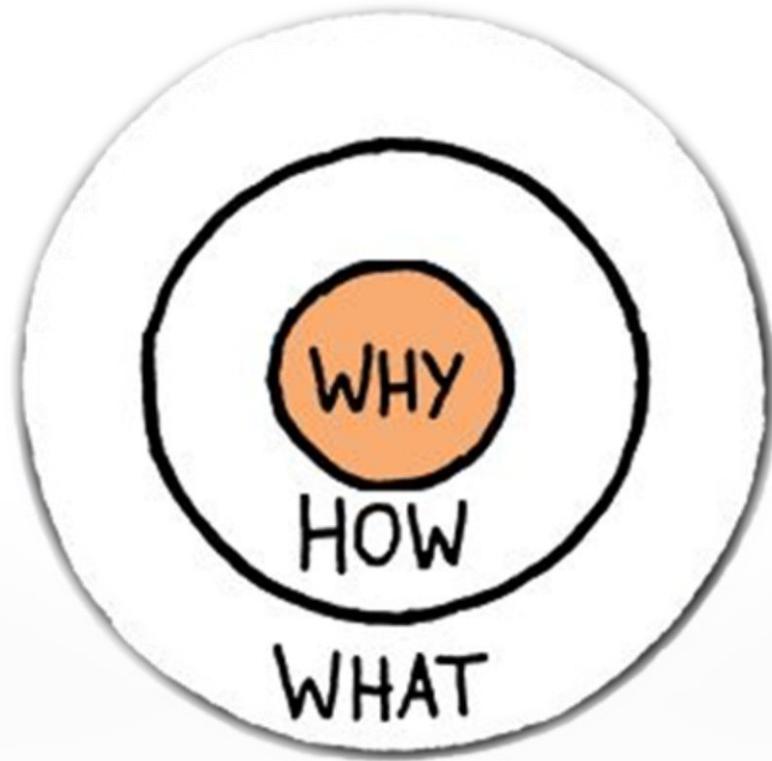
Its eyes bulged out and turned red.

**If you tested your bloody stuff on animals like
everyone else, this sort of thing wouldn't happen."**



Cultural Shift

- This is not training, this is about culture
- Training can improve service by setting standards of behaviour or teaching a tangible process
- Training cannot fundamentally change an organisation's culture or the attitude of its employees towards customers and service



**What we sell is the ability for a
43-year-old accountant to dress in
black leather, ride through small towns
and have people be afraid of him.**

.....Harley Davidson

**We're on a mission to make every
second you spend with us
awesome.**

.....Virgin Trains



Virgin Trains EC
[@Virgin_TrainsEC](#)



[@ryeallen](#) [@virginatlantic](#) It sure is, Ryan! Wanna go? ^SB

19:07 - 25 Feb 2016

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Six Steps of Engagement

- **Define**
 - What the organisation wants to be in terms of personality and behaviour for both customers and employees – this definition created by the employees that have to deliver it
- **Measure**
 - Measure the outcomes of the desired behaviours to track progress and deliver improvement
- **Communicate**
 - Internal communications to regularly reinforce the personality and behaviours of the business
- **Lead**
 - Leadership focus to embed and develop the behaviours
- **Recognition**
 - Recognition to reinforce behaviour, not just outcomes
- **Recruitment and Induction**
 - Attracting the right people
 - Identifying and validating the defined behaviours

Together with Pride

WE LISTEN

WE CARE

WE DELIVER

People and their managers are working so hard to be sure things are done right that they hardly have time to decide if they are doing the right things.

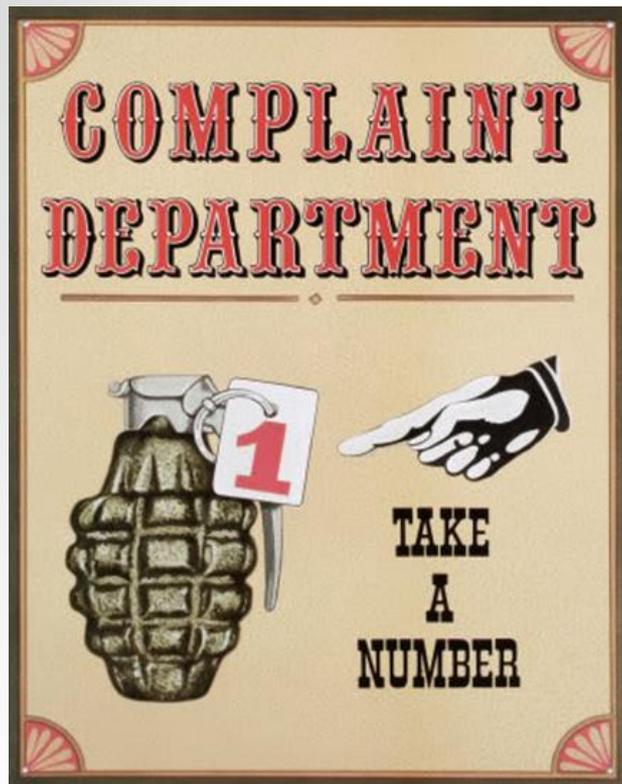
Two Elements

- What you do (management)
- The way you do it (leadership)

**Leadership is a performance.
You have to be conscious of your
behaviour, because everybody else is.**

What is an Engaged Employee?

- Employees are happier and more fulfilled
- They have greater self-esteem irrespective of role or status in the organisation
- They have little or no absenteeism
- They enjoy working and collaborating with their colleagues who they see as a group of like-minded people
- They become self-appointed custodians of the organisation's brand and will work hard to maintain and protect its reputation with customers
- They often make extra discretionary effort to ensure customers have a great outcome



Complaint Analysis

- Weekly/monthly analysis on the nature and origin of complaints
- Analyse in a format that provides easy actionable outcomes
- Segment analysis to encourage transparency and accountability
- Set realistic targets for reduction

Complaints Department?

Customer Service Department?

Make It Go Away Department?

Customer Feedback Department?

Customer Insight Department?

Customer Development Department?

Tactical Positioning

- Be perceived as a proactive solution rather than a problem
- Become a 'go to' expert when people need advice and support
- Demonstrate the reputational benefit of strong recovery

.....in short

- Defined behaviours to engender employee engagement
- Employee engagement supported by proactive leadership to deliver quality and innovation in service
- Quality of service to gain the trust of customers
- Trust creates the climate for co-operative internal and external relationships

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