



Leading a Customer-Focused Team

with

JEFFmowatt

an ***fluence with Ease***
presentation

Leading a Customer-Focused Team

Growing service legends

Engaging through CAST[®]

Implementation tools

Influence with Ease

SERVICE ICON

Spectacular
improvement
in service
reputation

CAST Meetings®
(90 Minutes per month in-house)

Mission & Standards	Coaching Moment	Customer Feedback	Evaluate & Implement	Service Legends
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Subtle Shift Subtle Shift Subtle Shift Subtle Shift

Customer Service Training	Service Standards	Customer Surveys	Employee Motivation
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Subtle Shift

Day-to-day Priorities

***“Canada - shortfall of 1 million
workers by the year 2020.”***

Conference Board of Canada



Example/ story of the *best* boss you ever had

Influence with Ease

Example/ story of the *worst* boss you ever had

Influence with Ease

**What are you doing to retain/
motivate your staff?**

Influence with Ease

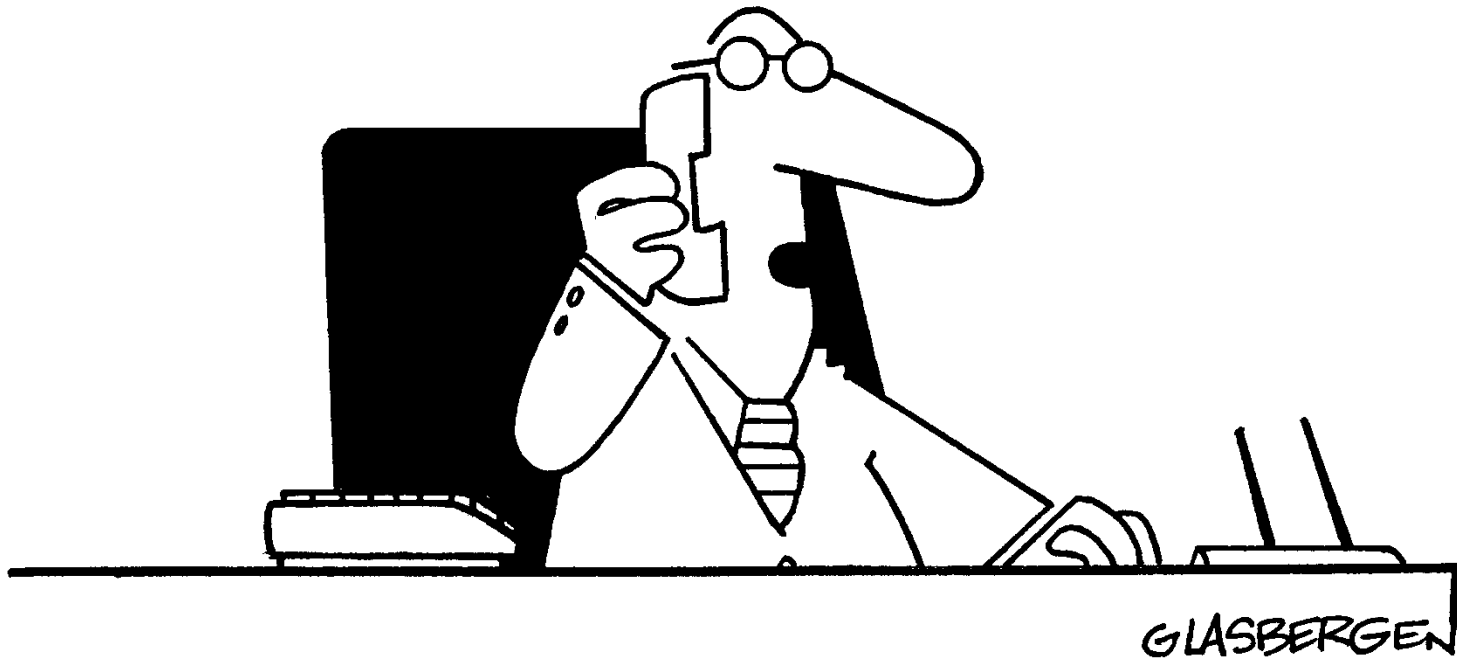
Employee Motivators

Expectation	Manager Rank	Employee Rank
Promotion	3	6
Being an “insider”	10 ←	3 ←
Working conditions	4	7
Empathy for issues	6	4
Money	1	5
Interesting work	5 ←	1 ←
Appreciation	8 ←	2 ←
Loyalty from co.	7	10
Job security	2	8
Tactful disciplining	9	9

Source: Dr. Kenneth Kovach, George Mason University



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**Mission &
Standards**

**Coaching
Moment**

**Customer
Feedback**

**Evaluate &
Implement**

**Service
Legends**

Subtle
Shift

Subtle
Shift

Subtle
Shift

Subtle
Shift

**Customer
Service
Training**

**Service
Standards**

**Customer
Surveys**

**Employee
Motivation**

Subtle
Shift

Day-to-day Priorities

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**Mission &
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**Coaching
Moment**

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**Customer
Feedback**

The Magic Question...

***“What can we do
to improve our service?”***



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**Customer
Feedback**

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**Evaluate &
Implement**

Evaluating Customer Feedback



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**Evaluate &
Implement**

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**Service
Legends**

“An individual without information cannot take responsibility; an individual with information cannot help but take responsibility.”

- Jan Carlson Moments of Truth



RESULTS are all that matter...

“...achieving a customer driven culture.”

“Employee morale has improved.”

“Employee performance increase... 34%”

“Reduced customer complaints ... 75%”

Murray Gottselig
Manager Corp Customer Service
Saskatchewan Government Insurance



“Morale comes not from things that you layer on to make people happy. It comes from being able to build. People like to build.”

- Jeff Bezos, Founder and CEO of Amazon.com.





