

EMBEDDING
**SERVICE
HABITS**

by  ServiceQ



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Welcome

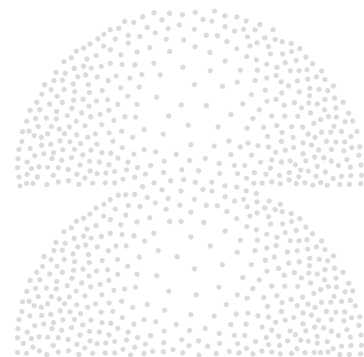
Embedding Service Habits is a premium learning pathway to develop a service culture. It is designed as a series of experiences for the whole workforce – from CEOs to frontline employees – enabling greater consistency in world class service interactions and give the business a stronger advantage in front of your competitors.

“If you pick the right small behavior and sequence it right, then you won’t have to motivate yourself to have it grow. It will just happen naturally, like a good seed planted in a good spot.”

– BJ Fogg

This Program Is Perfect For:

- Organisational Cultural change
- Frontline leaders with teams
- Senior leaders and executive team
- Sales leaders and function area leaders



Overview

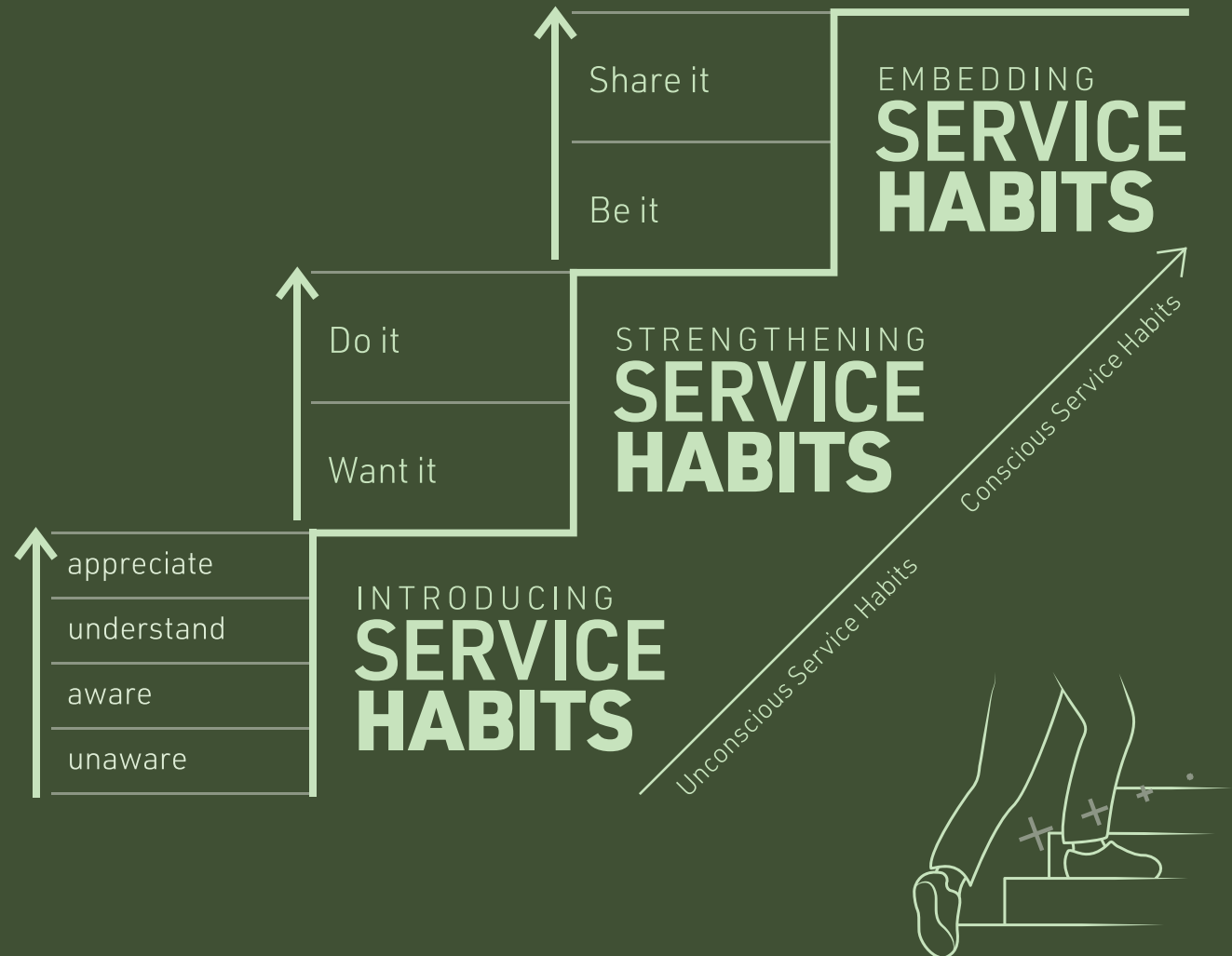
Small steps to strengthen the relationships with the people you serve.

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The organisations that are creating extraordinary service are doing one thing better than their competitors: they are delivering the 'unexpected' through an emotional connection.

Developing front line leaders who know that the ordinary moments in service matter and that each time they serve someone is an opportunity to serve a more conscious experience with another human being. As a result, leaders are equipped and skilled at motivating and engaging their teams; staff closest to customers, so to create an overall lift in the service culture and ultimately have a stronger customer loyalty impact.

Embedding Service Habits will result in leaders not only role modeling the 21 Service Habits but sharing them with their teams.



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The Opportunity

- To lift poor engagement, which may be impacting team morale and leaking out into the quality-of-service interactions
- Disrupt any rigid beliefs or mindsets on customer service
- To improve poor Customer Satisfaction (CSAT) or Net Promoter Score (NPS) results
- To reset expectations of service off the back of organisational changes and increased competitive tension
- To place greater focus on service to match the premium prices and promises made to customers
- To ensure all employees see service as part of their role, and the indirect and direct impact they have on customers and the overall brand experience
- Inspire leaders who move people rather than authoritarians that tell people
- Rise above the policies, procedures, and rules to balance the soft skills in the leadership team
- Clearer direction in teams from leaders regarding service standards and expectations
- Increase in consistent service behaviours for cross functional teams
- Reduce staff turnover and improve the profitability of the business



The Objectives

1. Know Yourself (Be Present)

Service starts with you. Before we even consider the customer, we need an awareness of how we show up

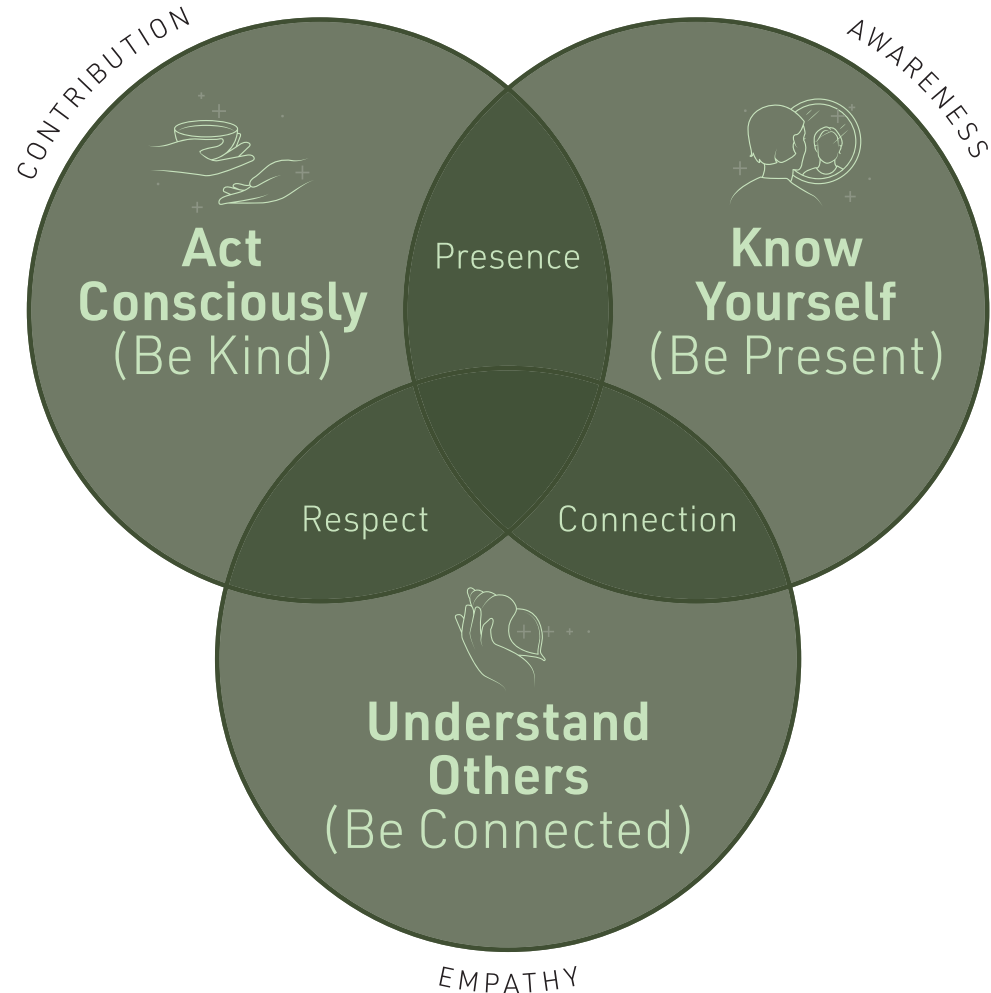
2. Understand Others (Be Connected)

Through the process of empathy you are able to make people feel seen, heard and understood

3. Act Consciously (Be Kind)

It is knowing that your behaviours throughout the ordinary moments contribute to someone's life

4. Role model and share the Service Habits with teams and implement the behaviours each day



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What Participants Can Expect To Learn

This is a comprehensive learning experience which will create regular learning touch points for participants to learn, share and connect with the Service Habits regularly and as part of their community of colleagues.

Key Learning Outcomes:

- Increased awareness of their own mindset and how they serve others (internal and external customers)
- Mindsets shift towards; 'everybody serves someone' and away from 'service is not my job'
- Greater understanding of how they (their role) impacts others
- More empathy towards fellow employees and customers
- Foundation of the knowledge and how to apply that knowledge in day-to-day interaction
- Deeper understanding of resources to be used in team meetings, client meetings, sales conversations, and performance conversations
- Consistency in relational approach at work as a leader

Learning Experience

Online Content

There are 21 pre-recorded curriculum videos for each participant to watch at their own pace prior to experiencing live masterclasses.

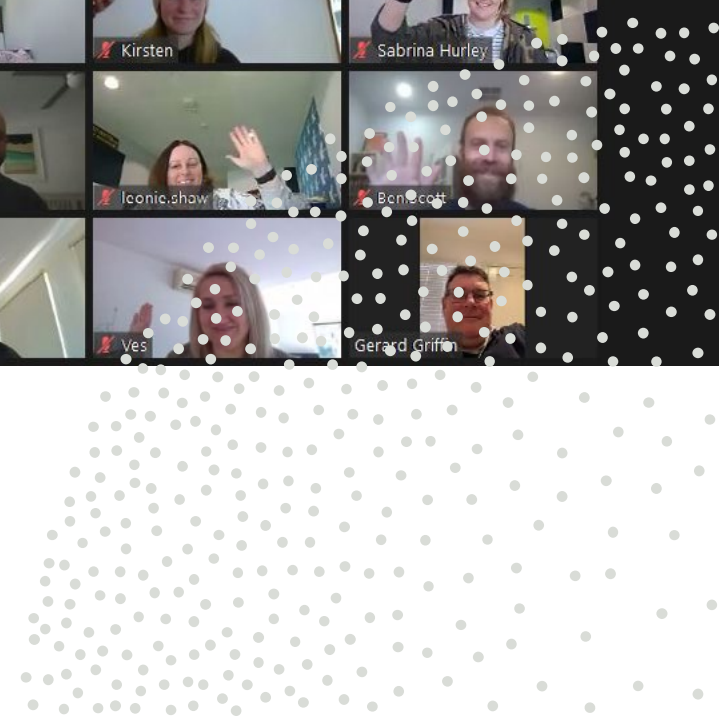
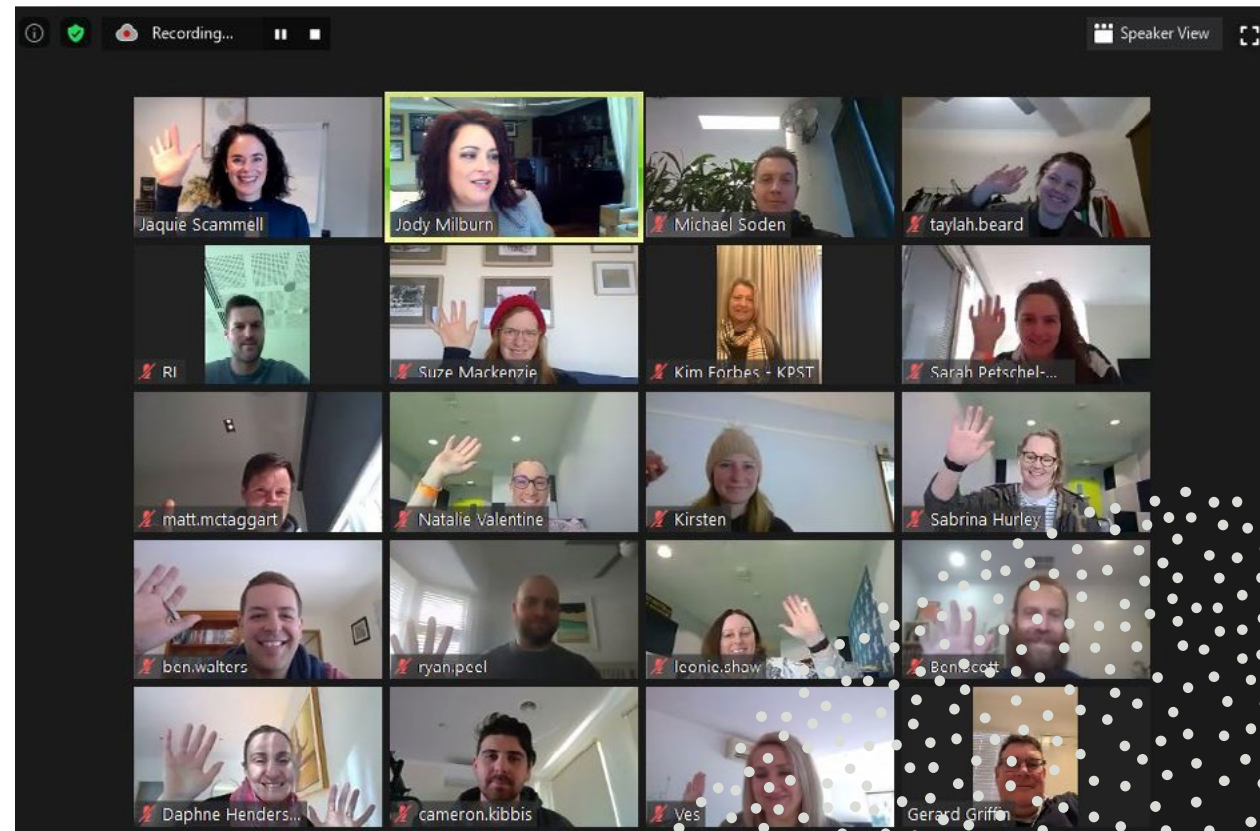
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Live Masterclasses

There are 24 live masterclasses conducted via a virtual platform, online (45 minutes per session). These are designed to keep an ongoing conversation and learning focus each fortnight for a 12-month period.

There is no silver bullet. This is a practice not a project, it will take time and persistence to shift mindsets and encourage people to apply new behaviours.

A set of universal Service Habits are taught and then benefits of practicing these habits are realised. Focusing on habits is what increases capability.



Learning Experience *cont.*

Online Platform

A one stop shop, created on the ServiceQ enterprise Learning Management System (LMS) allows participants to log in with a unique code. The platform functionality will integrate with existing secure web conferencing software including Microsoft Teams, and Cisco Webex. The benefit of having the curriculum, community and recognition on the one platform is that it provides greater engagement and an enhanced learning experience. Live delivery of masterclasses will take place within the platform utilising one of the secure web conferencing software platforms, with breakout rooms enabling discussion in smaller groups



Learning Experience *cont.*

Embed the Service Habit – Live Events

Face to face events are an effective way to embed learning and strengthen workplace relationships.

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Throughout the twelve month journey a one day immersion is scheduled three times a year.

Participants gather for a full day, with the intent to pause and deepen their knowledge and application of the previously learned seven habits.

The event is designed to create an experience that is positive and memorable and allows participants to practise their service habits and learn from their colleagues stories and growth.

These events are highly interactive, jam packed full of practical take away's and is facilitated by two world class facilitators to ensure the best learning environment is created.

They are also a fantastic platform for your business to praise and recognise those participants who are role modelling the service habits and behaviours.



Learning Experience *cont.*



Customer Advocacy Group

One of the critical success factors in changing service behaviours over time has been to establish a Customer Advocacy Group of champions within the business, whose primary purpose is to be the custodians of the program and the champions of change.

We meet with a select group for a gloves off mentoring session periodically throughout the year. This is an opportunity to look at implementation under the microscope and decide on key priorities and actions needed for the greatest cut through for all touchpoints of, culture, behaviour, capabilities, processes, policies, data, resourcing and systems.

The ideal group size is up to 12 people.

The group convenes every 90 days over the annual period for a 2-hour mentor session with a master facilitator and can be conducted online.

The membership of the group ideally is diverse and represents a good mix of voice of employee in the various functions.

Measure the Impact Mentoring

Before we start a journey of transforming your service culture, we need to understand where we are starting from. What gets measured is what gets managed; therefore, the intent of taking measurements at this early stage of our engagement is to understand what your focus areas are when determining the performance of your people and your customer service.

This includes:

- Review existing people metrics eg; retention, promotion rates and years of service
- Review employee engagement survey results/ pulse survey results and any other employee survey data
- Review existing sales metrics eg; number of transactions/spend per transactions
- Review existing customer service metrics eg; CSAT/NPS and any other metrics
- Create a measurement framework that shows all agreed metrics on the one page/dashboard that predicts your lag measures (outcomes)



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Inclusions

- 21 Service Habits pre-recorded online videos: every Service Habit is pre-recorded for participants to watch prior to masterclass as pre-learning activity (participants will have access to this forever and can be used as a refresher after the initial roll out)
- 24x live masterclasses with a world class Service Habits facilitator: online 45 minutes each (groups of up to 25 per masterclass makes for the optimum learning experience)
- Online platform one stop shop created on the ServiceQ enterprise LMS allows participants to log in with a unique code and receive regular updates to content and be supported in their workplace community page
- 3 full day immersions face-to-face
- CAG: Customer Advocacy Group set up with 3 sessions per year (2-hour mentoring online)
- Measure the impact: 2x 1-hour meetings with sponsor of client to determine metrics to measure at beginning and end of program
- Pre and post communications for each masterclass to support learning pathway
- 21 activities for participants to practice and apply in the workplace
- Online Habit Tracker
- A copy of the Service Habits book



What do others say?

"I saw the words 'last webinar' and my immediate reaction was 'No!'.

I need to let you know just how much your habits have changed the way I think and act on a daily basis.

I have my handwritten habits with me in my laptop bag and that goes everywhere I do. I find myself focusing on a few habits that really resonate with me, depending on the environment and situation. I also like reading through the list and acknowledging those that I know I already do and want to keep doing well. That gives me a sense of personal progression and satisfaction. I intend to keep doing so."

Daniel – IT Service Manager (Global)

"I can't speak highly enough of these Masterclasses but also the support and guidance on a personal and professional level.

I have found the classes and whole program enlightening and a unique change to the way we do things. It's provided a clear direction for myself and the team and is already showing results in our value structure within the business in Melbourne. I don't believe we would have improved or set this framework without your involvement. We have been able to take back many examples, points and tricks of the trade to help us in the business. The habits are an absolutely fantastic example of this."

Geoff – Head of HR (Australia)

"From a service perspective, our organisation had been reasonably static over the last few years, during a period of supply chain disruption from multiple merger and acquisition integrations.

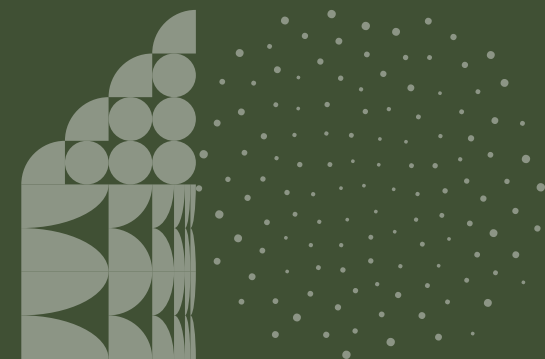
A level of frustration had developed among our customers and sales teams and we were often caught in a process driven cycle rather than being solution focused.

We needed to change our employee mindsets from 'my job is following the rules' to 'I have a responsibility to improve what we do and how we do it'.

After seeing Jaquie deliver a keynote speech at a Future of Leadership conference, I was drawn to explore what that could look like for our organisation – her passion for service has supported our drive to embed a Service Mindset across all functions of the business and we've seen a considerable behavioural shift.

The program delivered more than expected and has provided the perfect platform to continue our journey."

Alistair – Managing Director (Australasia)



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Schedule a discovery session

Our vision is for businesses like yours to elevate the ordinary moments in each day so that together we can serve a more conscious experience.

If you are interested in organising an in-house program for your leadership team, contact us.

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