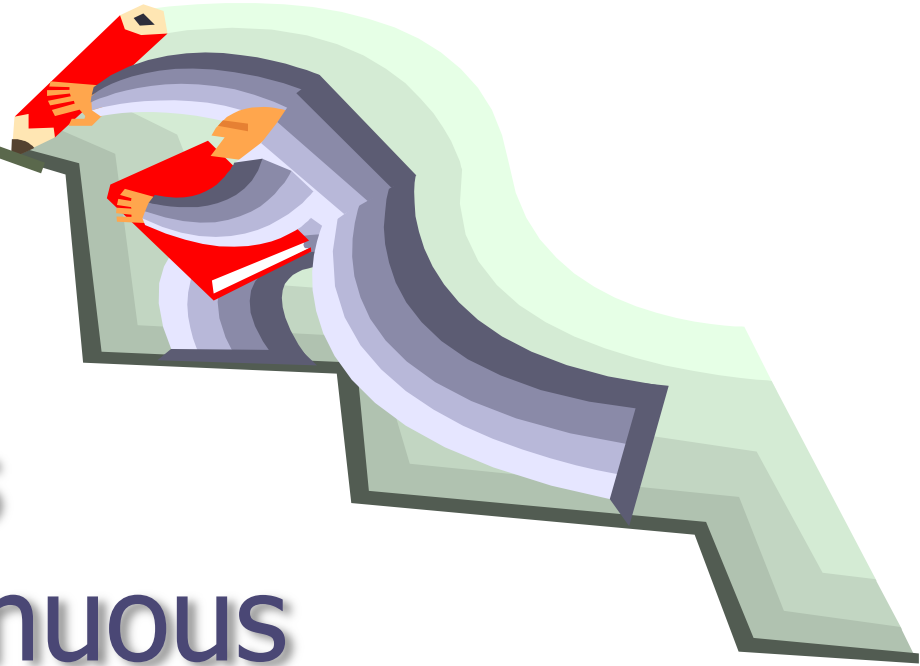




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3 Simple Steps Towards Continuous Customer Service Improvement

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hard skills

(what we do)

very satisfied

satisfied

dissatisfied

starts looking

comes back

tells others

tries competitor

starts looking

comes back

leaves
tells others

tries competitor

starts looking

dissatisfied

satisfied

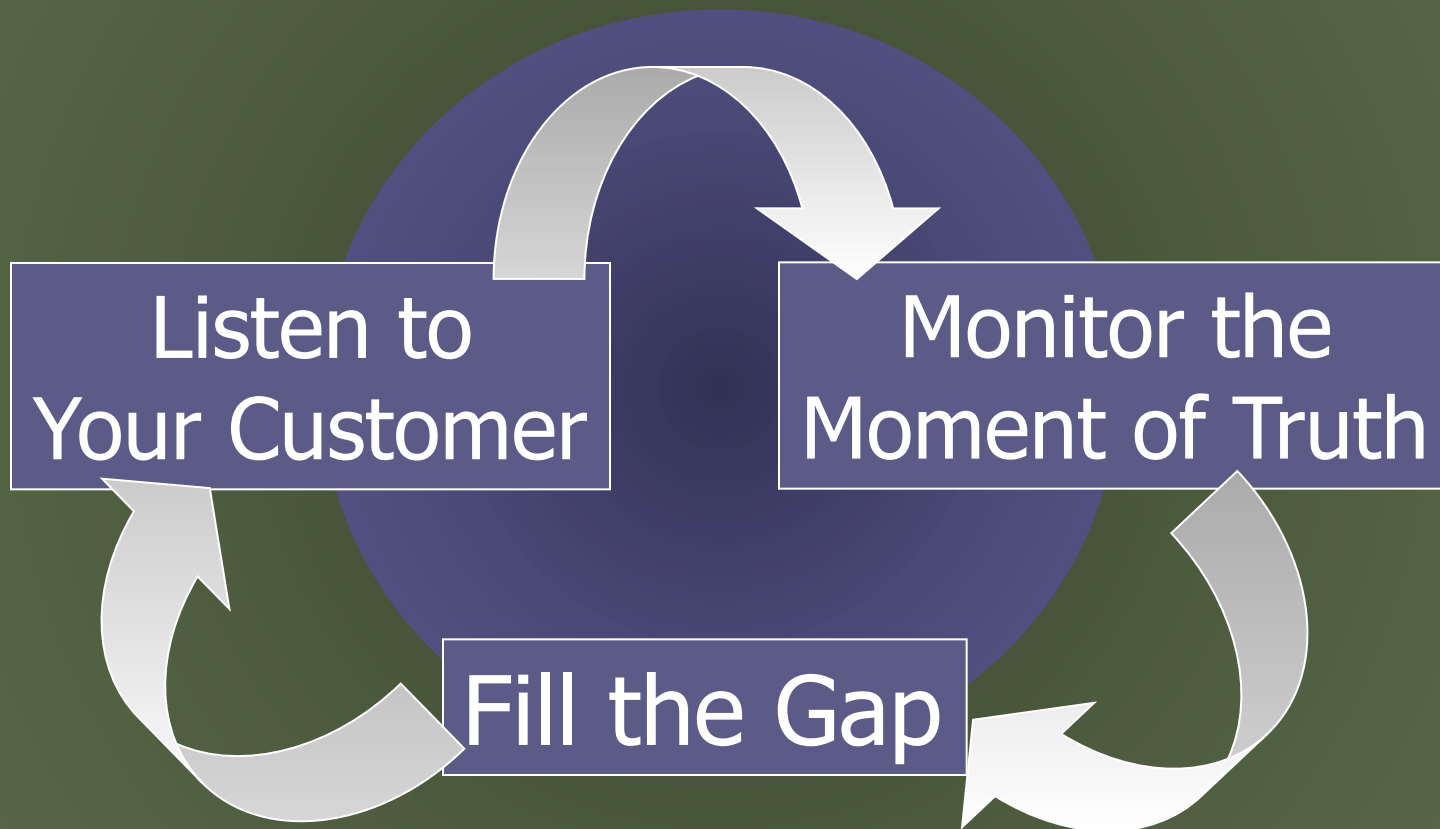
very satisfied

soft skills
(how we do it)

Satisfaction-Behavior Matrix



3 Simple Steps





Listen to Your Customers

Be willing to admit what you don't know

Randomly survey your customers

Beware of common survey mistakes:

- Relying solely on customer prompted feedback
- Poorly worded questions
- Useless information



Listen to Your Company

Use existing technology

3rd Party providers

Enlist your customers



Fill the Gap

The Cons of “off the shelf” training

Address the specific interactions

Monitor the interaction, Coach the interaction



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3 Simple Steps Towards Continuous Service & Sat Improvement



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