



CUSTOMER INSPIRATION LEADERS

Jaquie
scammell

TWO DAY IN HOUSE PROGRAM

Invest in your leaders to improve the performance of the frontline

Many CEO's, GM's and Senior HR and Marketing Managers assume that customer service performance improvement requires significant investment in front line training.

Whilst the frontline is closest to the customer and therefore has the greatest impact, it is in fact the power of the leadership team that can lift a customer service culture.

The ability for leaders to be socially intelligent, enabling them to fully engage with their staff, remove roadblocks, reward success, role model excellence when interacting with people, is the secret weapon to 10 X customer loyalty in your business.

This workshop focuses on developing a tribe of socially intelligent leaders to gain 20% greater performance from your frontline staff and higher value per customer.

The Problem

Too few brands understand that amid all the digital transformations and rapid technology changes, the fundamentals of great service remain the same. Customers still want to feel recognised. They crave being heard, valued and cared for.

Organisations that understand this, and execute this well, earn a ***cumulative advantage, which supersedes a competitive advantage***

According to a State of the Industry Report 2014, direct expenditure on learning in organisations in Australia (as a percentage of revenue) sits at around 1.2%, with interpersonal skills being in the bottom three areas that are trained.

Whilst one employee may seem insignificant in the large system of an organisation, it is in fact the scale of many individuals collectively who are delivering positive feelings to a customer that compounds over time into an increasingly larger advantage. How customers feel when they interact with an employee determines how they feel about the company itself.

Earlier this year, the research company Temkin Group found a correlation between efforts in employee engagement and success in Customer Experience. In its 2016 Employee Engagement Benchmark Study, the firm revealed that companies which excel at customer experience have "1.5 times as many engaged employees as do customer experience laggards."

There is a direct correlation to your employees experience to the customers experience and it's the leaders of your organisation that are able to create the cumulative advantage, which superseded a competitive advantage.

Customer Service	Customer Inspiration
It's value for money	I feel valued
It's interacting	I feel connected
It's expected	I feel engaged
It's transacting	The feeling's lasting
It's information	It was meaningful
It's consistent	It was relevant

Why Customer Inspiration, Why now?

A retail revolution is taking place. Companies are trying to out serve, outsmart and outrun their competitors by how fast they respond to their customers' needs.

Online presence, increasing automation and alternative digital solutions are a double-edged sword: on the one hand they provide *faster* service, but on the other, the service is not any *better* (in most cases, customers say it is worse.).

Consumer research makes a strong argument that spending more time with customers is actually the way to go, and although speed is easy to measure, it's not the metric that is most valuable when measuring engaged customers with a company.

Customer inspiration is more than solutions to problems. It's an interaction between employee and customer that is a meaningful experience and only us meaning makers (humans) can provide.

In short, the difference between customer service and customer inspiration is this; **Customer service** can be automated, however there is no incentive to return to the brand because there is no emotional connection.

Leader Type	Behaviour	Individual Impact	Network Impact	Employee Performance	Customer Impact
Inspiring	Influencing	Effortless	Cumulative Advantage	↑20%	Trust
Motivating	Engaging	Energised	Competitive Advantage	↑10%	Differentiated
Informing	Supervising	Exhausted	Compliant	↓5%	Satisfaction
Functioning	Transacting	Effort	Disengaged	↓10%	Service
Missing	Disengaged	Existing	Damaging	↓20%	Disatisfaction

What's in it for you?

The value of developing leaders to motivate and energize the frontline staff closest to the customer will get you closest to creating a customer centric organisation.

Outcomes for your business include:

- Consistency of service across all sites and teams
- Improved retention of employees
- Greater leadership capability
- Improved feedback from customers
- Improved spends over a period of time
- Keeping existing customers
- A customer service culture that is owned by all levels in the business
- Alignment of service goals to business goals and activities to customer strategy

What's in it for them?

I will introduce them to the archetype of a socially intelligent employee and teach behaviours, habits and techniques to successfully develop the social intelligence of employees.

This program will combine the teachings of how to motivate and energize people with both theory and practice of developing a socially intelligent workforce to drive the performance of the business.

In order to inspire your customers you need a tribe of devoted employees who are continually motivated and energized by their leaders to tap into their heart sets and mind sets in the workplace.

Outcomes for the individual include:

- Deeper awareness and skills around motivating humans in the workforce
- Happier team members at work willing to do more without being asked
- Greater awareness and techniques on energy management (for them and their staff)
- Practice how to develop socially intelligent employees
- Understand and talk with authority on the difference between customer service and customer inspiration
- Improved performance of their direct teams
- Reduced costs in labour wastage , improved productivity
- Greater leadership effectiveness
- Improved relationships with employees and peers

- Increased job satisfaction and professional growth
- Closer connection to company brand and vision, clarity of how they add value

They will leave feeling energised and relieved to know that they have the skills to make their work not only easier but also to be far more effective, having some fun along the way.

Additional value

- A workbook to capture the learning's from the program
- An outline of behaviours for a customer inspiration leader
- Clarity of techniques and effectiveness between inspiration and manipulation
- Insights into the 4 states of energy as a human and how to health check on the job
- A set of resources to take away to revisit and aid their team meetings and briefings
- A set of cheat sheets for coaching conversations for development and performance
- A practical train the trainer manual for skills to improve social intelligence for new and existing employees
- Introduction to various practical applications that can assist in long term measurement of engagement of employee and customer

My personal guarantee

I have never sold a program to a business I would not buy myself. Having worked in various organisations over my career and been a situation where I have had to lead, inspire and motivate employees to deliver great customer service, I empathize with the challenge, really.

If for whatever reason at the end of our time together, you or your attendees unanimously feel that this program has not changed something or impacted their work in a positive way, I will return your money.

What's next?

This program is delivered in house for up to 20 participants. The course costs \$15,500 + GST for the two days. If you are outside of Melbourne, Australia travel and accommodation costs will be incurred.

To book Jaquie to deliver this program please contact niki@jaquiescammell.com



How She Helps

Business Speaker: motivation speaker for business and industry conferences.

Workshops & Programs: for organisations, leaders and teams needing to humanize their customer service.

Educator & Trainer: for businesses needing to mobilize workforces and re energize their staff with greater connection to brand purpose and customer.

Facilitator & Implementer: for businesses in need of strategy and action plans for gender diversity and community impact using human centred design principles.

Long Term Change Agent: transforming cultures that are open - hearted, meaningful and inclusive.

Author: a thought leader, author of Gossip Mongers and strategist for people, community and customer.

Mentor: for individuals and leaders who are curious and are amidst growth and change.



Here are some nice things that people who have worked with me have said about their experience

All through the process I felt well informed and knowledgeable on what was being delivered to my team. Right from the first phone call I felt engaged, Jaquie delivered a high energy interactive training day, just what my team needed. I now have customer centric hospitality sales team and for this reason I would highly recommend Jaquie.

Damon Wilson, Key Account Manager - Compass Group, Zoos Victoria

I could tell instantly that Jaquie knew, understood and lived by her 'product', and wasn't an 'off the shelf trainer'. I appreciated that Jaquie asked a lot of questions about the retailers and our business to establish our needs and to address them. I felt Jaquie genuinely cared about delivering quality work that it would make a difference. The main benefit seen from the training program was how to motivate people, and I would recommend this training to other business operators, Airports and Shopping Centres.

Chloe Lockhart, Retailer Coordination Manager - Terminal Retail and Commercial - Brisbane Airport

Jaquie has impacted our business in various ways that have been invaluable and inspiring. Her operational expertise blended with her passion for people has delivered results that have been effective immediately. Jaquie and her team knew when and where to get information from the business with as little disruption to my working days as possible. Their commitment to quality and deadlines on the various projects were implemented as promised with some surprise added value. Its been rewarding and a heap of fun working with Jaquie and her team and they are part of the Sushi Sushi family.

Paul Gixti, General Manager - Sushi Sushi

Straight away we felt chemistry with Jaquie. Her work has helped us articulate our purpose, bring our brand to life and has seen the implementation of new innovative solutions to drive operational excellence across our sites.

Paul Valenti, Owner - Gema Group

The food and beverage strategy Jaquie completed in consultation with our team is one of the best operational documents, and therefore implementation tools, we have seen in our venue.

Leighton Wood, Chief Operating Officer - Melbourne Convention & Exhibition Centre