

INSIDE SERVICE[®]

A systematic approach to ensuring every customer interaction builds positive perception

If there's one thing we all understand these days, it's that perception is reality. In determining success or failure, nothing matters more than how an organisation's customers feel about it. Which means that every single "service interaction" that takes place is a pressure situation, with a huge amount at stake.

Conventional approaches to service training tend to focus on tactics or scripts that can be used on customers to ensure a successful outcome. In contrast, the Gazing Inside Service System is based on developing a clear understanding of what goes on in a customer's mind, and exactly how those all important perceptions are created.

On a single page, the Gazing Inside Service map shows how, whatever the type of service interaction, the customer passes through an entirely predictable series of thoughts and feelings. By locating precisely where the customer is in this "Perception Cycle", service personnel can learn to tailor their inputs and responses accordingly - quickly and easily identifying the practical steps they need to take in order to help the customer achieve what they want from the interaction, and form a positive judgement.

Inside Service: System Structure

Who is it for?

Anyone involved in service at any level, and whether to external or internal customers.

How many?

Around 12 participants works best - but we're flexible.

What's involved?

Every Gazing System is delivered in three main phases:

1. Discovery: working closely with you to define specific objectives, and clarify the key pressure points affecting performance
2. Introductory workshops: introducing the key principles, maps and tools that make up our Service System; usually based on a 3 day format
3. Implementation: ongoing support, to develop and consolidate Inside Service skills

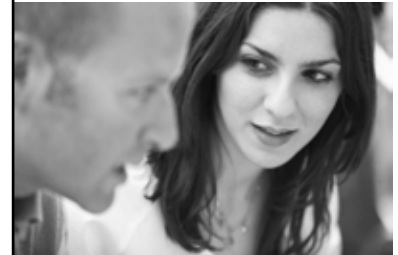
Gazing: Systems for improved performance under pressure

Gazing Performance is an international business currently working with clients in over 60 countries to deliver sustainable improvements in performance. Across the fields of business, sport and education, we help individuals and teams to maximise their potential and achieve better results, whatever the pressures they face. We do it by devising and implementing systems that give people the direction, the insight and the practical tools they need to deliver their best when it really counts.



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In addition to Service, Gazing Performance Systems cover: Sales and Sales Management, Leadership, Strategic Account Management, as well as Education and Sport. Find out more at www.gazing.com

The Gazing Inside Service System

Like all Gazing Performance improvement Systems, Inside Service works on three levels to help people optimise their natural talent and acquired skills consistently when the pressure is greatest:

1. Seeing the big picture

Gazing Systems are based on key principles that provide a sense of direction and an overall reference point for practical action. In this case, this “organising idea” is that service is about perception, and that the judgement on which perception is based is located inside the head of each individual customer.

Just as there is a decision-making cycle that leads to a sale, so there is a “perception-forming cycle” that leads to the customer arriving at a judgement about the quality of service they have received. Once participants have grasped this, they can learn how to use the Inside Service map to instantly identify which stage the customer has reached in this cycle, and the appropriate steps to take to move things in the right direction.

2. Understanding the framework

On a single page, the Gazing Inside Service map provides a consistent framework that can be applied to all customer interactions, from an initial contact (such as a guest arriving at a hotel) through to ongoing aftercare, and dealing with customer problems or complaints.

Whatever the precise situation, the map sets out the four main stages in the service perception cycle, which correspond to the customer’s desires and feelings. At the outset, they need to feel valued; then, they want to feel that they have been clearly understood; next, they want to see movement, in response to their needs; and finally, the customer wants the interaction to end in a way that leaves them with a positive feeling.

In addition, the map shows the main obstacles and “traps” at each stage, and how - if not dealt with appropriately - these can have a severely negative impact on the customer’s judgement of service quality.

By understanding that the same principles always apply, and that there is predictable process to how perceptions are formed, service personnel can become far more skilful in all they say and do. At the right moment, even very small interventions - for example, explaining to a customer that what they need may take a few minutes - can make a big difference. And when problems arise, the Gazing map provides a clear framework for resolving them.

3. Using the right tools

Finally, we introduce participants to the third key component in the Inside Service System, two practical tools called the Service X-Check and Service Scorecard

During the introductory workshop, participants are shown how these can help them quickly and effectively analyse a service interaction - accurately assessing both the customer’s perception and the quality of service delivered, in order to identify the most important next steps and how to take them.



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Results and benefits

The Gazing Inside Service System will permanently change the way that people within your organisation think, feel and behave in relation to customer service. In overall terms, the key benefit will be a marked and measurable increase in customer satisfaction levels, reflected in longer lasting and more profitable relationships. (Within your organisation, too, relationships will benefit from an improved understanding of internal customer service.)

More specifically, at the end of the introductory workshop, every participant will have:

- A clear understanding of the key principles involved in customer-focused service
- A working knowledge of the Inside Service map and the two main tools, the Service X-Check and Service Scorecard
- A new awareness of the major “traps” that can adversely affect customer perceptions, and how to deal with problems when they do arise
- A clear analysis of their main service interactions, enabling them to identify the most important next steps

From the individual’s point of view, there’s another hugely valuable long term benefit. Dealing with customers, especially the dissatisfied kind, on a daily basis can easily become a dull and even soul-destroying routine. But our experience shows that when people are introduced to our Inside Service System, they don’t just become more skilful at helping customers form positive perceptions, they also discover much greater satisfaction in their increasing ability to resolve problems and deal with any situation that arises. In short, they come to see service as a highly skilled craft that they can master.

One final important point: the benefits of implementing our System can extend far beyond those in the service frontline, such as call centre personnel. Introducing a genuinely customer-focused service culture throughout your organisation, from newest recruit to most senior management, could be one of the best investments you’ll ever make.



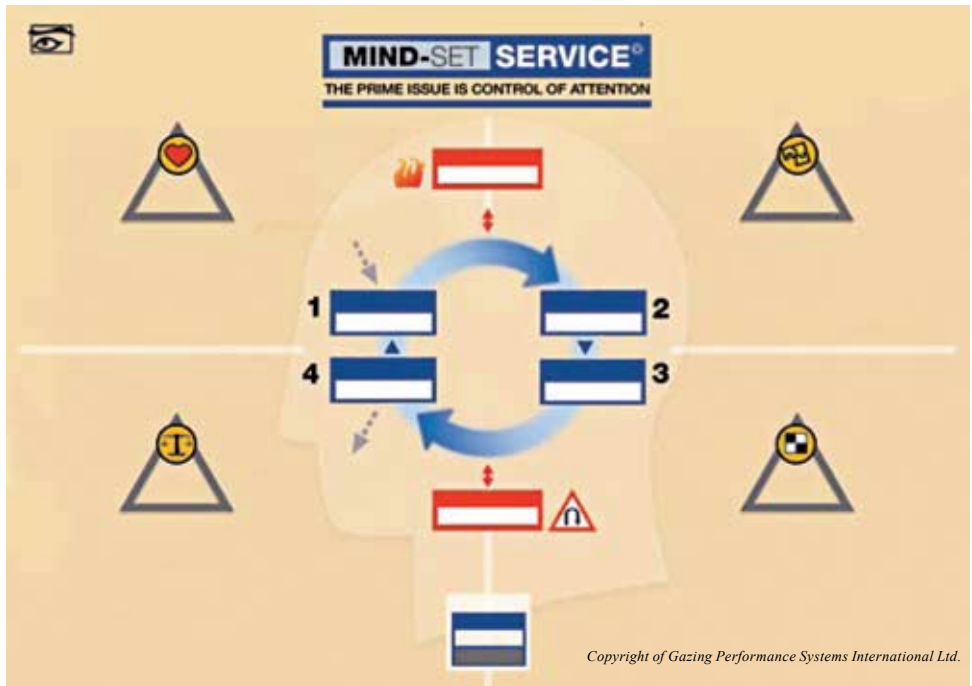
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Why maps are the way to go

Maps are the single most distinctive and innovative feature of the Gazing approach. We believe they are, quite simply, the most powerful and practical form of communication available. There is nothing theoretical about a map; it shows where you are, where you want to be, and how to get there. It helps get you moving in the right direction. And, best of all, you don't need to be taught how to use a map; from the moment it's in your hands, you can start using it.

Unlike maps of physical terrain, ours represent a mental landscape; and since the broad principles of how the human mind works don't change, a Gazing map will never become out of date. This universal quality also explains why many participants find that our maps can be useful in all kinds of situations, not just professionally but also within their personal lives.



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