

Global Partners **Inc.**

Leveraging your Service Organization
Total Customer Focus Public Workshop
November 23-24 2016 Paris - France



Leveraging Your Service Organization

Opportunities and Challenges

New Revenue Opportunities

“Talk with the customer about how he can improve by doing an upgrade, adding equipment, etc.”

Focus on the Customer Experience,

“Make sure that every interaction with the customer is as rich as possible.”

“Instead of jumping from one call to the next, think about the impression you leave with the customer.”

Be Proactive,

“Think about what the customer needs, not just executing the work order...”

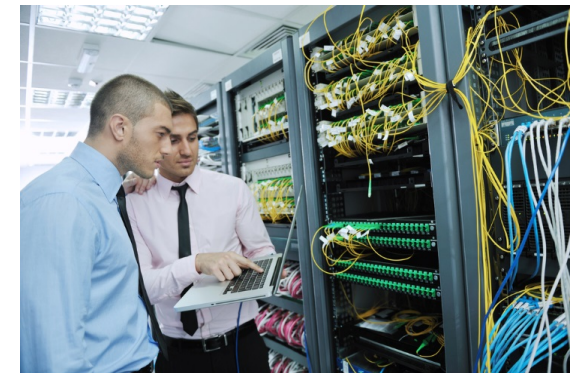


Service People Have a Special Relationship with Customers

Field Service personnel conduct an average of 70 customer visits per month*

Three reasons why field service is in a great position to create a differentiated customer experience, proactively add value for the customer and increase supplier revenue.

1. **Relationship:** The field service engineer is already positioned as a trusted advisor—the coveted status sought by every salesperson on the planet.
2. **Context:** The field service engineer is in a position to see good and bad implementations and can extend offers related to products being installed or repaired.
3. **Personalization:** Multiple visits to a customer location enable targeted offers based on intimate knowledge of the environment.



*Source: Technology Services Industry Association

How to Leverage Service Teams?

Need to Become a Customer Focused Partner by...

Changing the way customer service teams interact with customers...

Reactive



Proactive



Technical issues



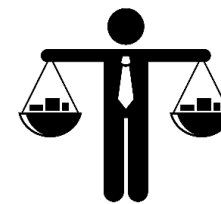
Real Issues



Yes to everything

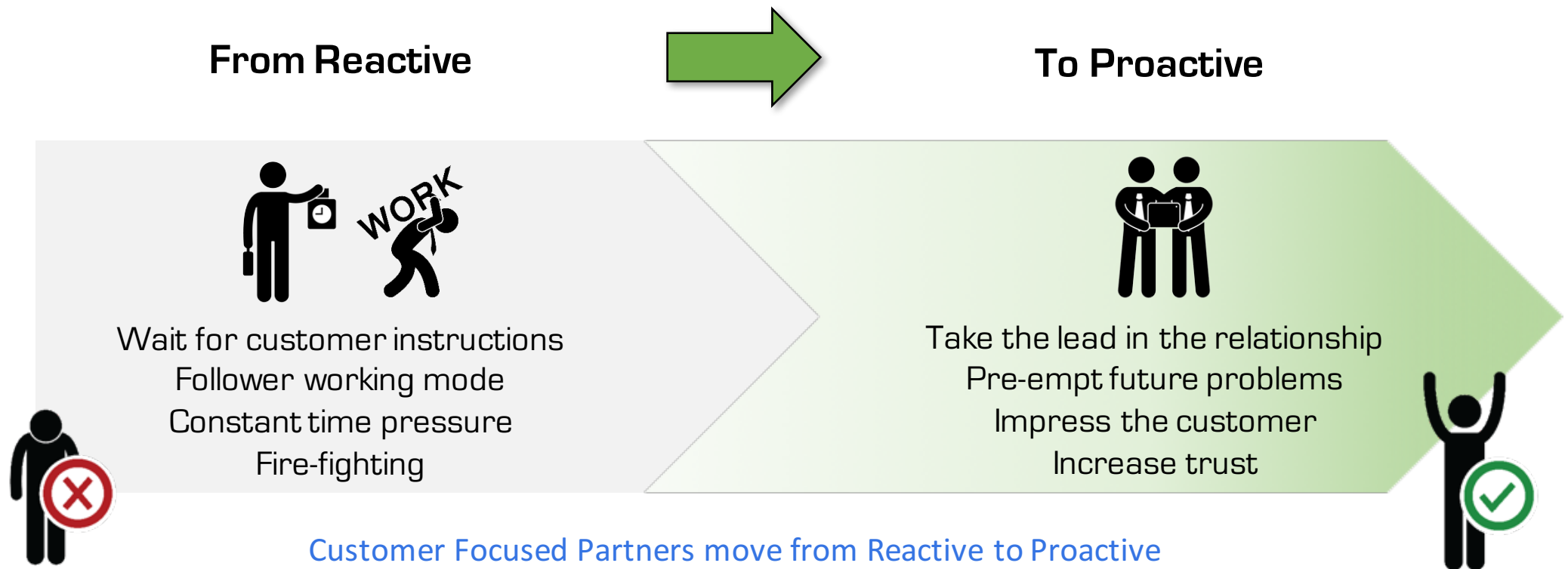


Balanced Outcomes



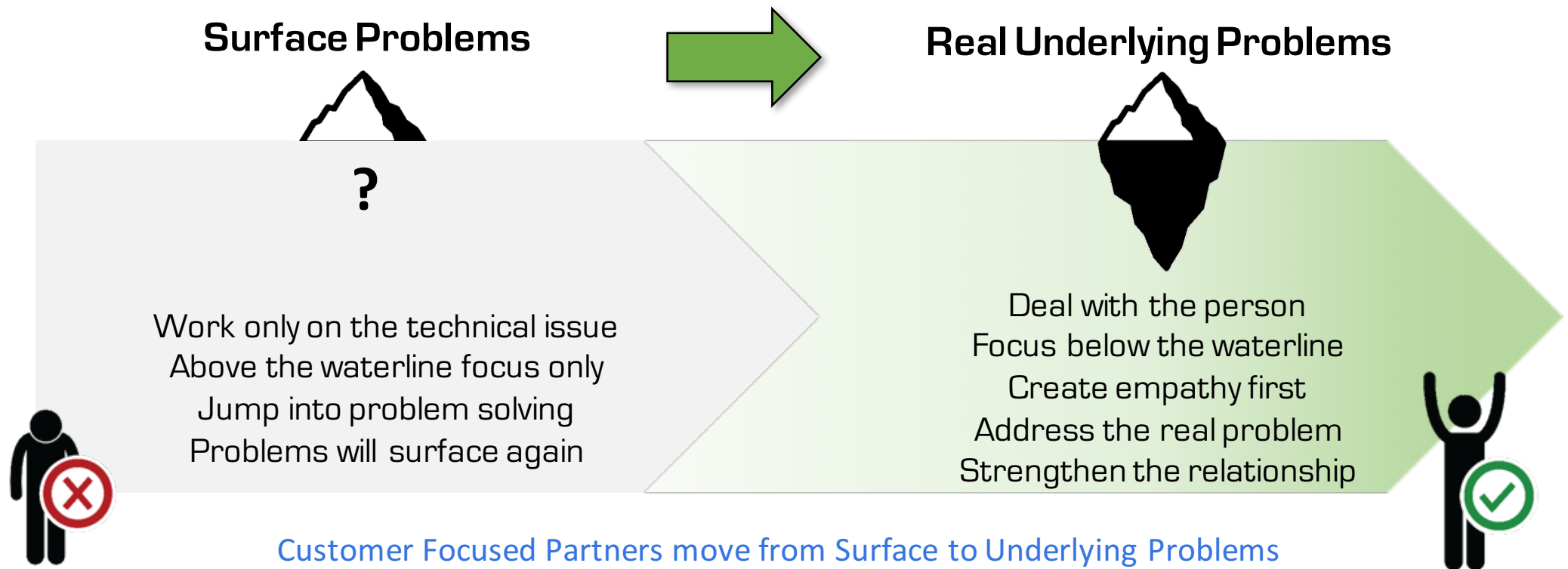
What Customer Focused Partners Do

Move from Reactive to Proactive



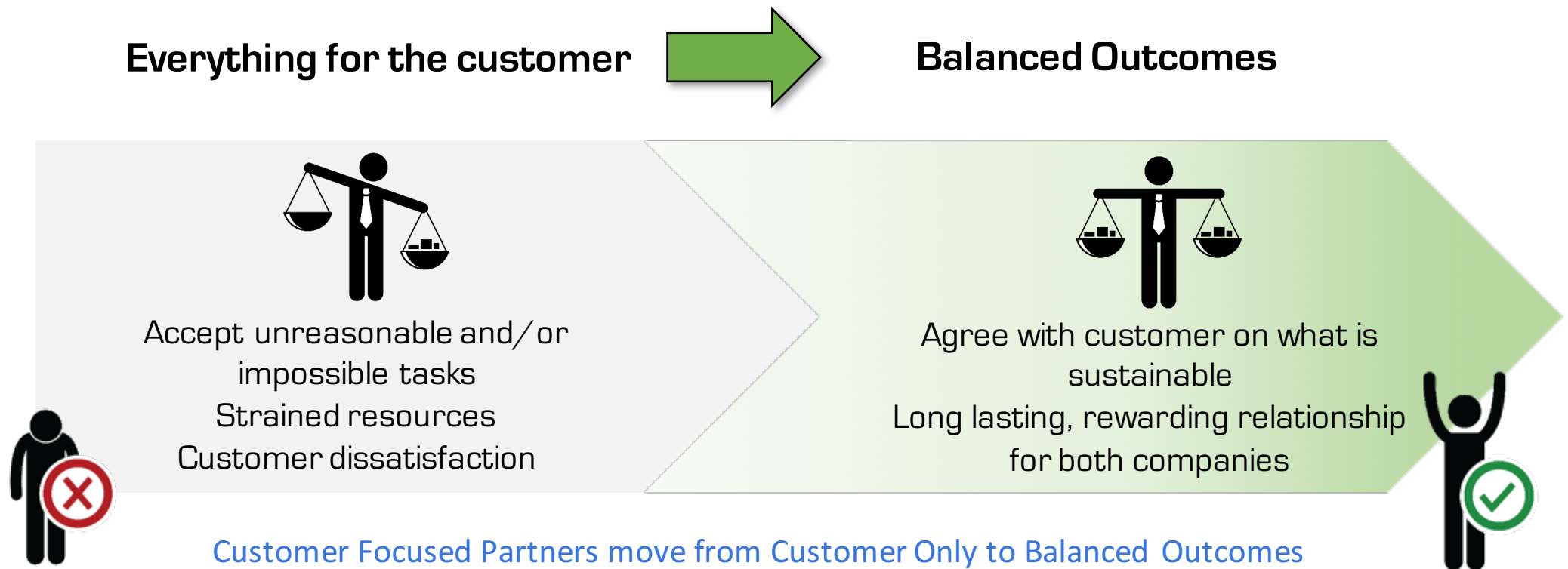
What Customer Focused Partners Do

Move from Surface Problems to Real Underlying Problems



What Customer Focused Partners Do

Move from Customer Only to Balanced Outcomes



Embedding New Skills and Behaviors

Public Program



Blended approach with online, field application, and live training workshops guarantees that new skills and behaviors are working long term

2-Day Workshop agenda

Module and Topic DAY 1	Module and Topic DAY 2
<p>Introduction:</p> <ul style="list-style-type: none"> • Leveraging service organizations • 3 Strategic Shifts for Service Organizations • Customer Satisfaction vs. Total Customer Focus? • TCF Case Studies – Group discussions 	<p>Shift 3: Achieve Balanced Outcomes:</p> <ul style="list-style-type: none"> • Reasonable / Possible Matrix – Creating conditions to achieve balanced outcomes • SHAPE Technique – Gaining agreement collaboratively • Reasonable Possible Role Plays • TAUC technique for dealing with urgent customer situations
<p>Shift 1: Be Proactive:</p> <ul style="list-style-type: none"> • Understand and address the Customer's Big Picture • Pro-actively Discover opportunities to add value for the customer • Apply the KANO Tool to impress and delight customers 	<p>Embedding Total Customer Focus:</p> <ul style="list-style-type: none"> • Being Purposeful, maximizing your Energy and Focus • Create your TCF Vision • Define your Embedding Action Plan • Measuring results • Peer Coaching, guidelines and application • Final Action Plan and Peer Coaching • Peer Collaboration Community
<p>Shift 2: Get to Real Needs:</p> <ul style="list-style-type: none"> • The Iceberg Model – Getting below the waterline • Active Listening with the ASQ Model • Active Listening Role Plays/Case Studies <p>Close Day 1</p>	<p>Close Workshop</p>

Program Materials

Action Planning and Peer
Coaching Guides

Participant
Workbook

Case Studies that root
concepts into reality

Reminder Cards to
support application in
work life

Program Information

Location

- To be confirmed

Date and Times

- Wednesday, 23rd of November 2016, 9AM – 5:30PM
- Thursday 24th of November 2016, 9AM – 5:30PM

Program Fees

- Euro 1 200 including:
 - 1 Preparation web coaching prior to the session
 - 2-day face-to-face workshop
 - 3 Follow-up web coaching after the session
 - All workshop materials
 - Lunch and breaks each day

To Register

- Go to www.globalpartnersinc.com and click on EVENTS

Measuring Results from the Program

Are you Wasting Your Money?

ADOPTION

How do you know
change is happening?

CAUSALITY

How do you know
change is due to the
training program?

RETURNS

What business returns
are you getting from
your training program?



Measuring Results

For Your participants, Your company and your customers

An **advanced training measurement process** is deployed through an online tool to assess:

ADOPTION: measure adoption *outcomes* before and after an adoption

CAUSALITY: collect success stories that explain *how* the skills were applied

RETURNS: Measure *financial* impact in productivity, savings, and give-aways

Measurement is integrated into the flow of the program and results are used during the follow-up coaching sessions, and summarized in three different reports (actual reports provided depends on the number of participants)



The Individual Report

MYVIEW Profile

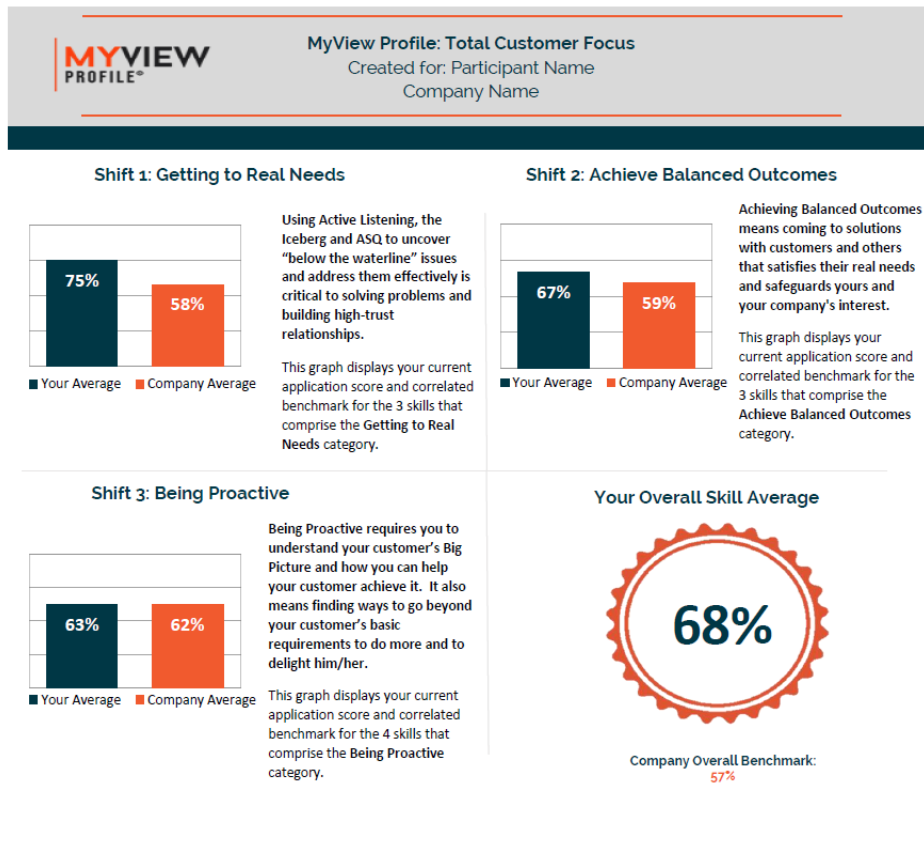


For Whom: Participants

Benefits: Personal Development, improved personal productivity

What is it: Personal report highlighting opportunities for improvement. It summarizes the initial TCF performance assessment and compares the individual level of adoption against company averages. It's also a working document that contains the participant Action Plan and offers support for personalized coaching.

When is it delivered: After the Learning workshop and at the very end of the program.



The Team Report

For Team Managers



For Whom: Team Managers

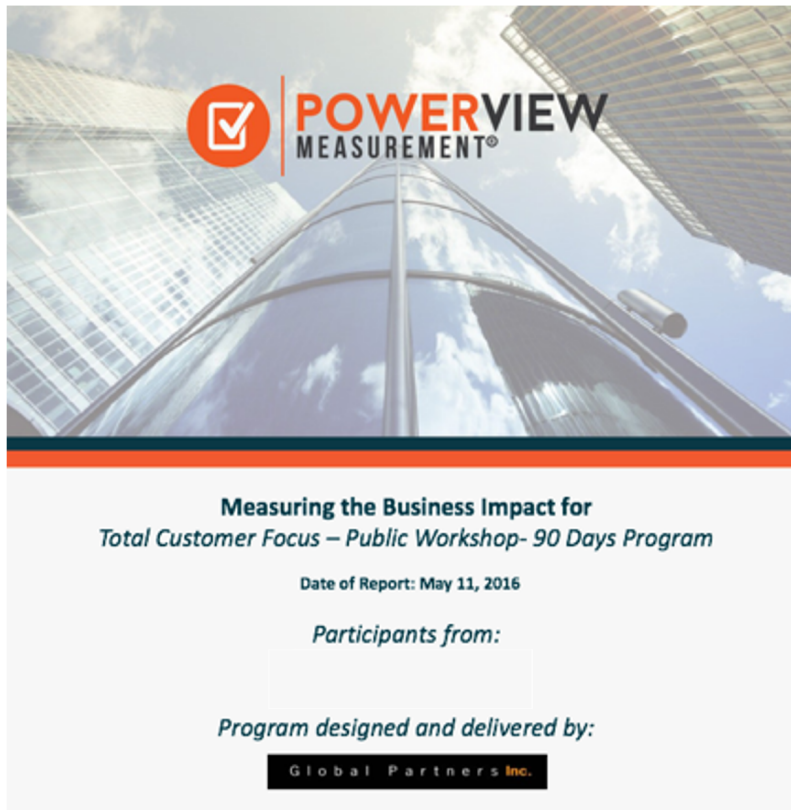
Benefits: Support results-oriented Management, and higher management reporting

What is it: Team report that provides an aggregate look at the team with an assessment of skill adoption, shared successes and priorities for improvement. It explains in what proportion results are caused by the program deployment, and offers a conservative ROI calculation.

When is it delivered: After the Learning workshop (optional) and at the very end of the program.

The Global Report

For Program Sponsors



For Whom: Program Sponsors

Benefits: Supports change management and helps decision making

What is it: Overall report that offers an aggregate look at the program impact through divisions and regions. It includes insights showing how behaviors are changing customer interactions, helps identify best practices and provides the program's overall quantified business impact and conservative ROI calculation.

When is it delivered: At the very end of the program.

Public Program Customers

ADVENT[®]

 **Brooks**

 **AIRBUS**

Alcatel • Lucent 

 **DASSAULT
SYSTEMES**

INTERSYSTEMS

 **ST. JUDE MEDICAL[™]**

ALSTOM

WelchAllyn[®]

 **EMERSON[™]**

PTC[®]

 **GE Healthcare**

CRAY

RUDOLPH[™]
TECHNOLOGIES

TEL[™] **TOKYO ELECTRON**