



Path to Excellence in Customer Support & Services

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Market actual data



- **50%** of customers use a company more often after a positive customer service experience (NewVoice)
- **74%** of customers are willing to spend more on companies that offer excellent customer service (American Express)
- **86%** of customers are willing to pay up to **25%** more to have better service (RightNow)
- **5-20%** is the chance to sell for a new lead; **60-70%** is the chance to sell to a customer base (Marketing Metrics)
- On average, loyal customers are worth up to **10 times** more than their first purchase (Institute of Customer Service)
- Well resolve a customer complaint and there is a **70%** chance he will do business with you again (Lee Resources)



- **66%** of customers switch businesses because of poor customer service (Accenture)
- **82%** feel that the supplier could have done something to prevent such exchange (Accenture)
- **55%** said they would remain if the company had proactively contacted them (Accenture)
- **60%** of customers have already intended to make a purchase but have given up because of poor customer service (American Express)
- **58%** never go back to using a company after a negative experience (New Voice)
- It is **6 to 7 times** more expensive to win new customers than to maintain a current customer (White House Office of Consumer Affairs)



Revenues grow on average 4 to 8%

Costs decrease when processes and policies are reviewed

Companies that grow 5% in customer retention increase their profits more than 25%

CREATING A SUSTAINABLE BUSINESS GROWTH

How about....

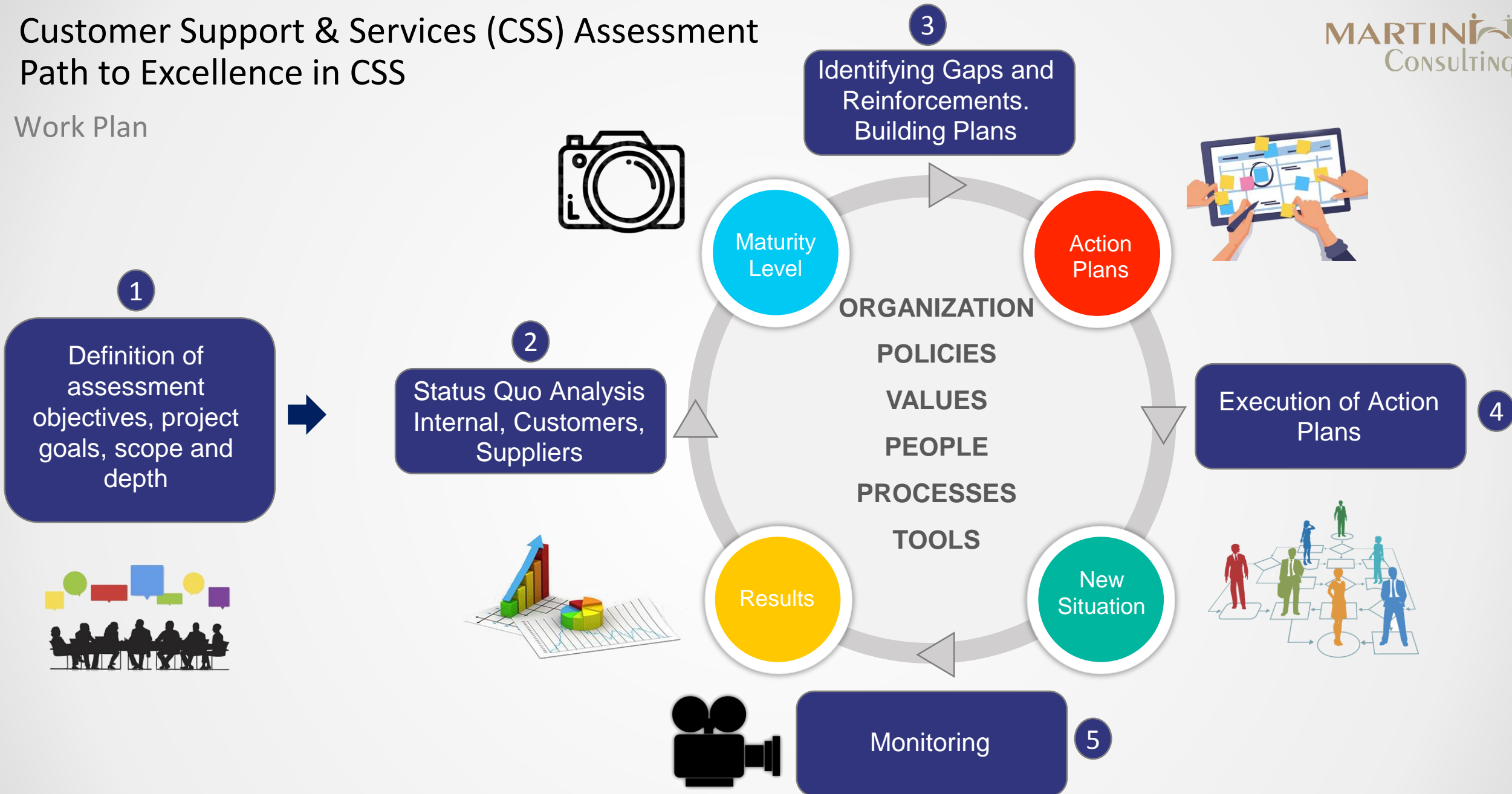
- Increase your revenues and profit
- Engage your business around the customer
- Keep your product with high performance and well supported
- See your customer base willing to stay with you

**Let's Empower your Company to Excel with Customers
and See It All Happen!!**

Here is a Work Plan which will set new standards !

Customer Support & Services (CSS) Assessment Path to Excellence in CSS

Work Plan

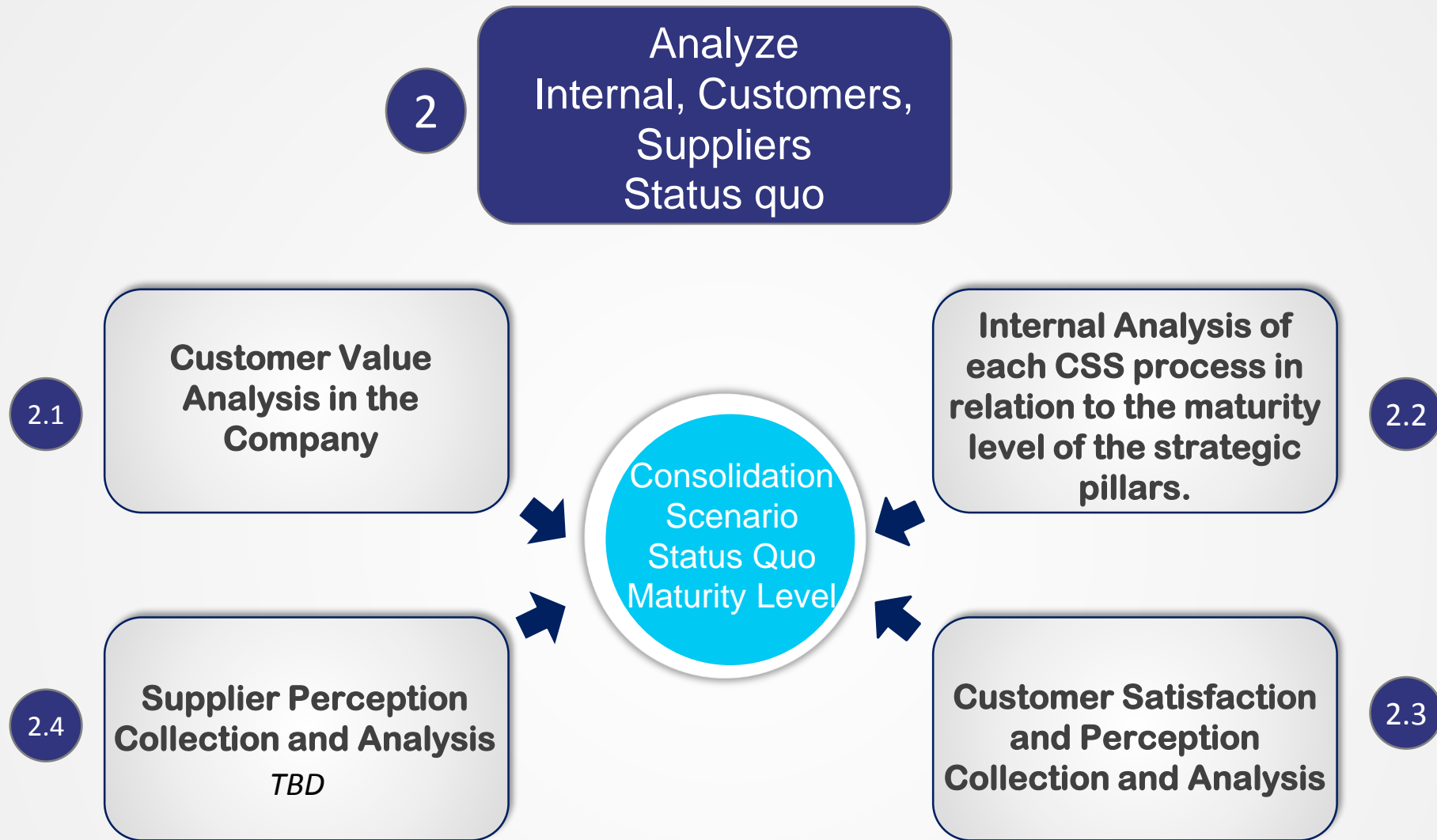


Definition of assessment objectives, project goals, scope and depth



The first steps:

- Meetings with the Company leaders to understand objectives, scope, depth
- Project planning agreement and some milestones
- Consultants to better know the business of the company
- Consultants to know the organization, leaders and their responsibilities
- Align with all leadership
- Leadership to inform the teams about the project and its importance and that many will participate in the process
- Establish project progress monitoring methodology



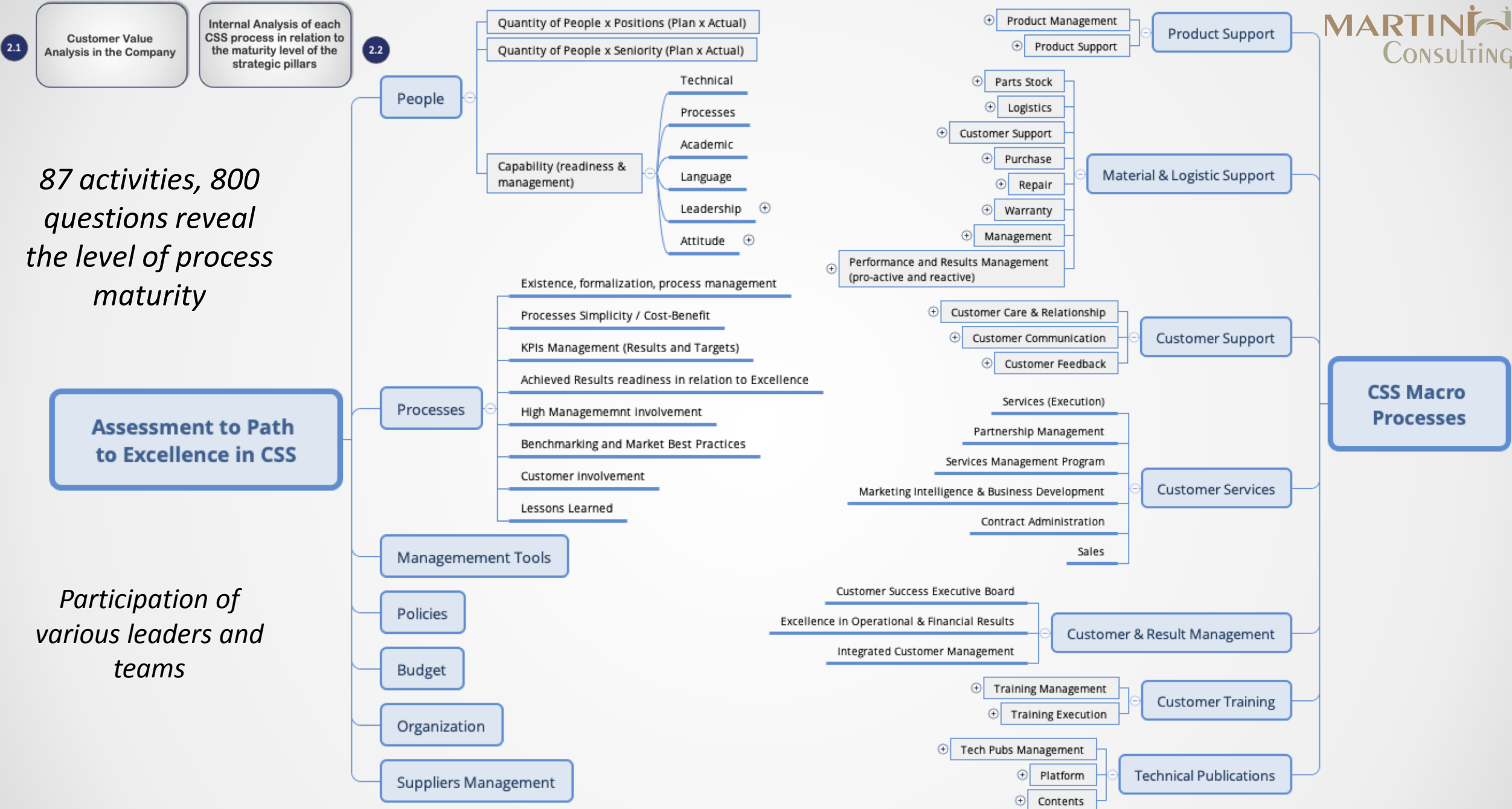
2.1

Customer Value Analysis in the Company

Internal Analysis of each CSS process in relation to the maturity level of the strategic pillars

2.2





87 activities, 800 questions reveal the level of process maturity

Assessment to Path to Excellence in CSS

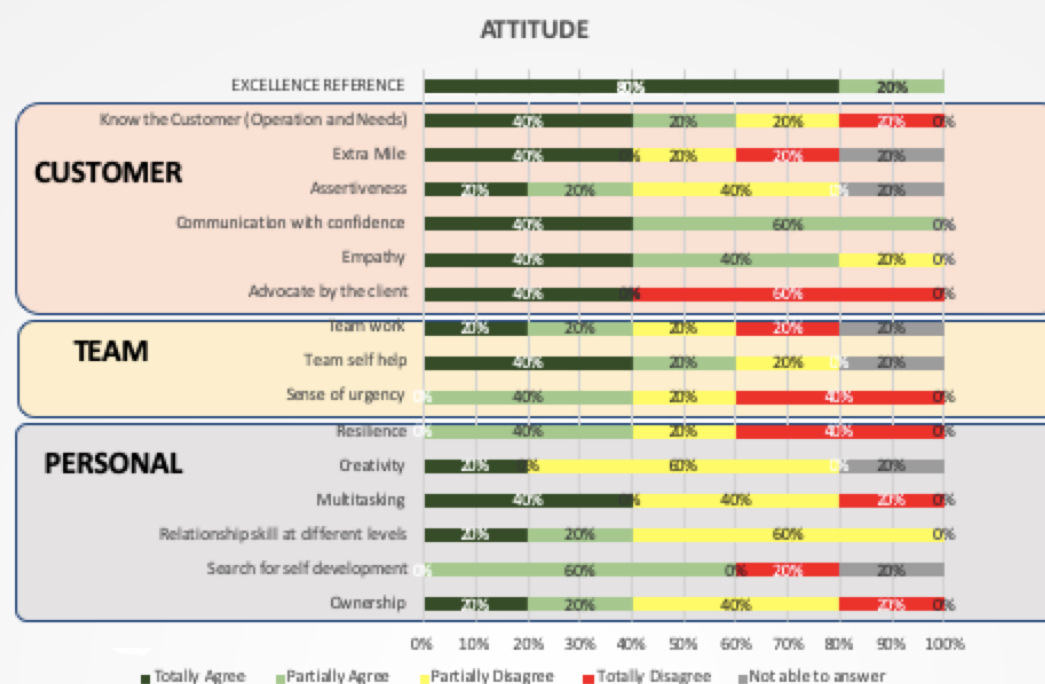
Participation of various leaders and teams

2.1

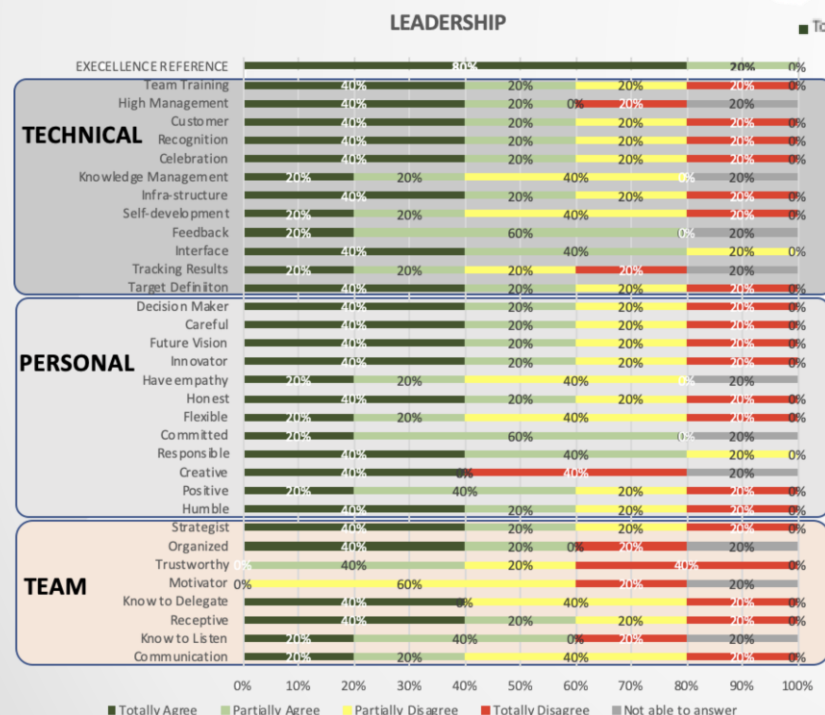
Customer Value
Analysis in the CompanyInternal Analysis of each
CSS process in relation to
the maturity level of the
strategic pillars

2.2

People (example)



Management, execution, readiness level of
6 major pillars of training



11 Disciplines

More than 80 points questioned

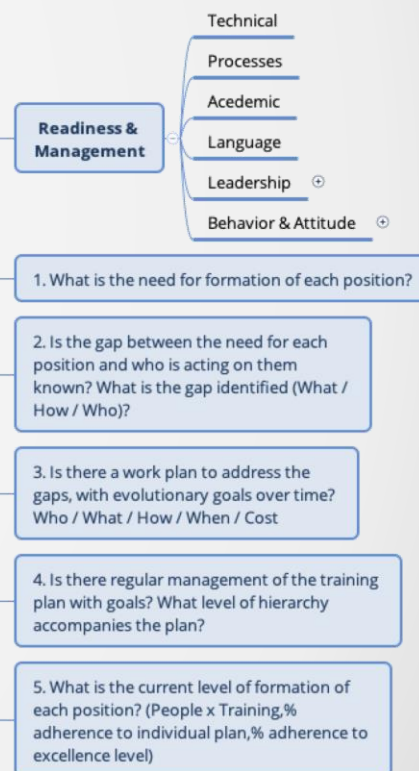
3 Disciplines

More than 30 behavioral items

Easy-Handled Google Forms Platform
Assessment

People Training

MARTINI
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Customer Satisfaction and Perception Data Collection and Analysis

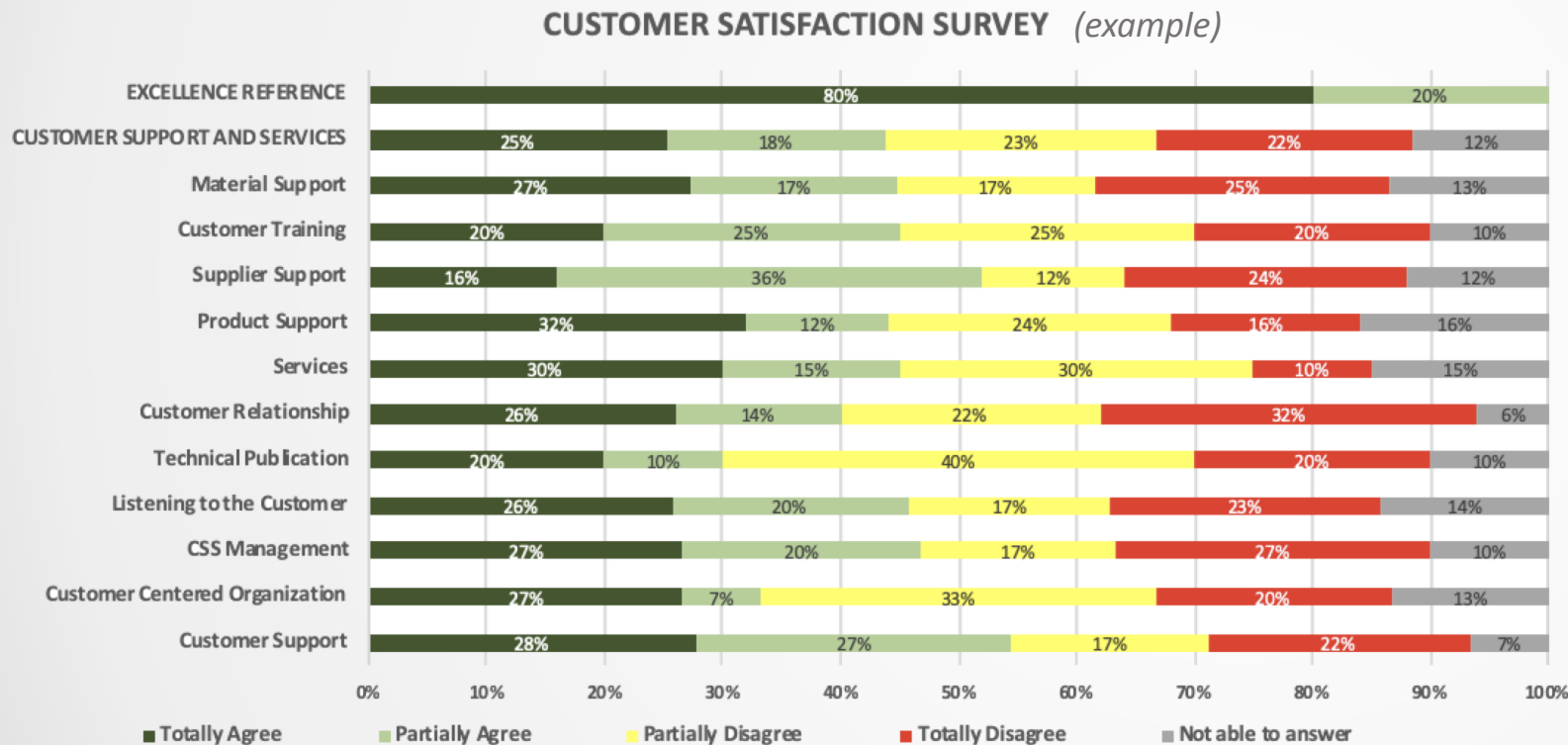
2.3

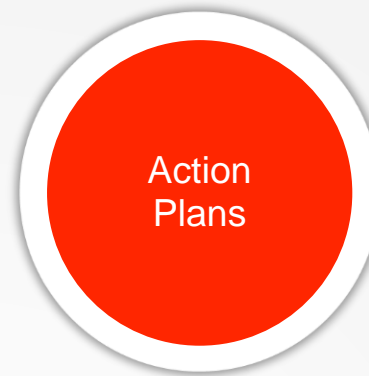
100 different questions spanning 12 processes allows understanding of customer satisfaction level and especially where to focus

Condensed / Focused version with fewer issues can be developed

Survey based on an easy-to-use Google Forms platform

Possibility of promoting benchmark with customers and manufacturers

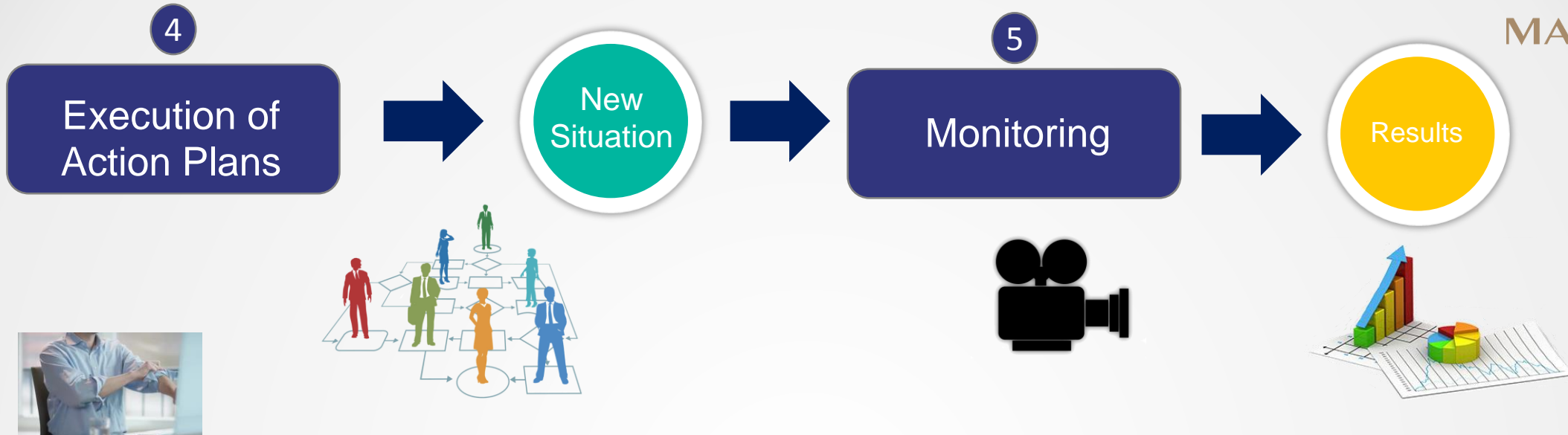




Identifying where to work by focusing on:

Gaps
Strongholds
Weaknesses
Opportunities
Priorities
Process and People
Maturity Level

- People and Leadership
- Organization
- Operational and Executive Management Methodology
- Process Review and Construction
 - Roles and responsibilities
 - Deliverable
 - Cycles
 - KPIs
 - Relationship and commitments with internal areas
- Tool review and definition
- Review and definition of management database
- Review and definition of proactive and reactive operational management
- Customer Feedback Review



Construction and review of:

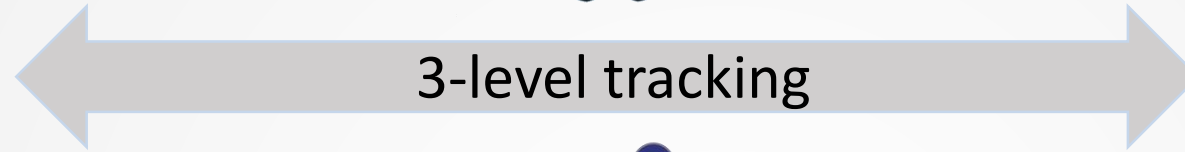
- Team and leadership training plans
- Requirements for each positions in the organization
- Process Review & Construction using VSM, Kaizen, 3P Methodology
- Procedures
- Customer Value Alignment in the Company
- Internal negotiations to establish plans that meet the excellence goals
- [See all our services](#)

Monitoring the New Situation:

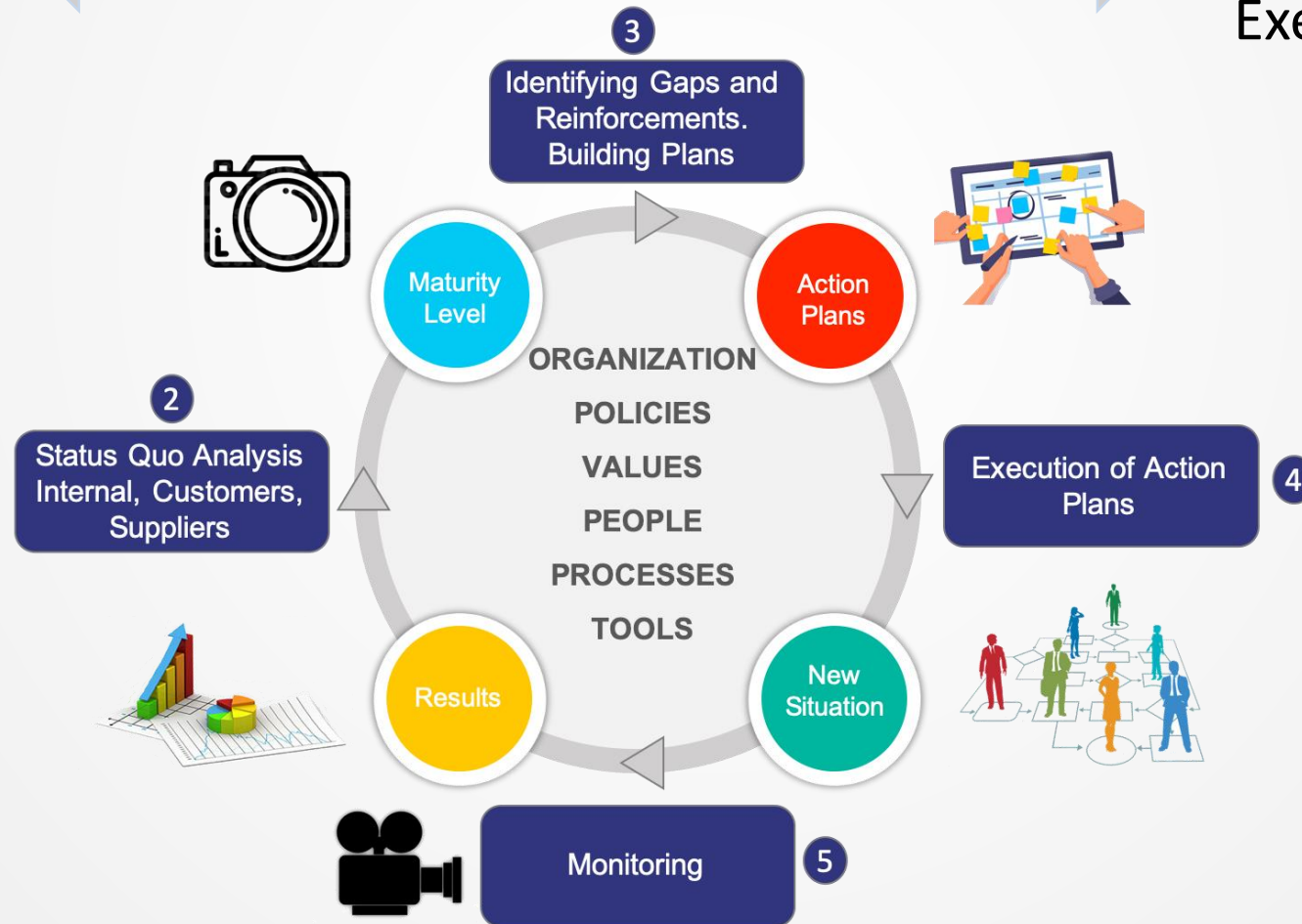
- Operate operational management methodology (proactive and reactive)
- Operate executive management methodology
- Run redesigned or created processes
- Manage processes using PDCA correcting where necessary

Program Monitoring / Follow-up

Collaboration is key



Operational
Managerial
Executive



Program Monitoring / Follow-up

Collaboration is key



Steering Committee (Directors)

- Monthly Meetings and Reports

Managers Group

- Weekly one-on-one meetings with staff
- Monthly review with all managers together (prior to meeting with Directors)
- KPI Review, Plans and Goals

Operational Teams (Supervisors Level)

- Constant Tracking (TBD)
- KPI Review, Plans, Goals and Risks

Conducted by Customer or Martini Consulting





Let's empower your Company to excel with Customers ?

Want to know more?

Contact us

Visit our website and learn more about Martini
Consulting and what we can do for you

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