

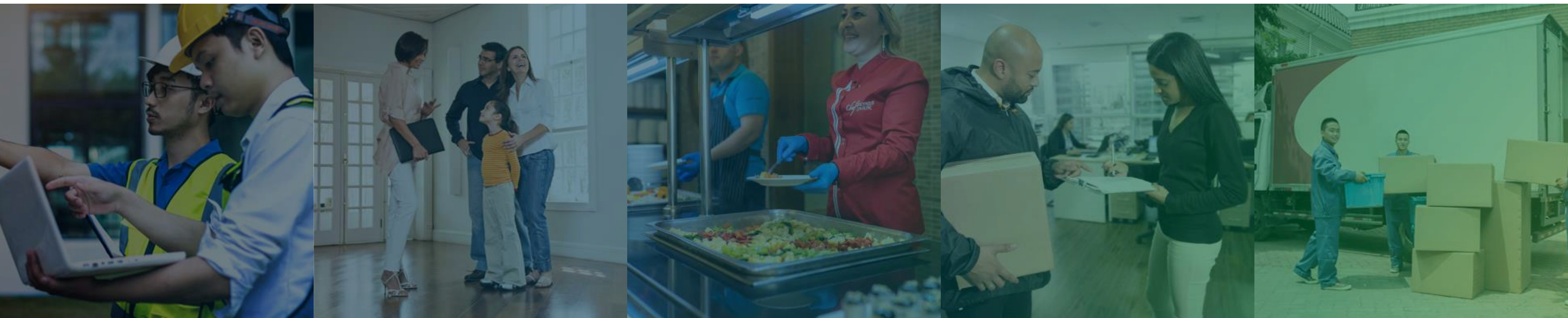


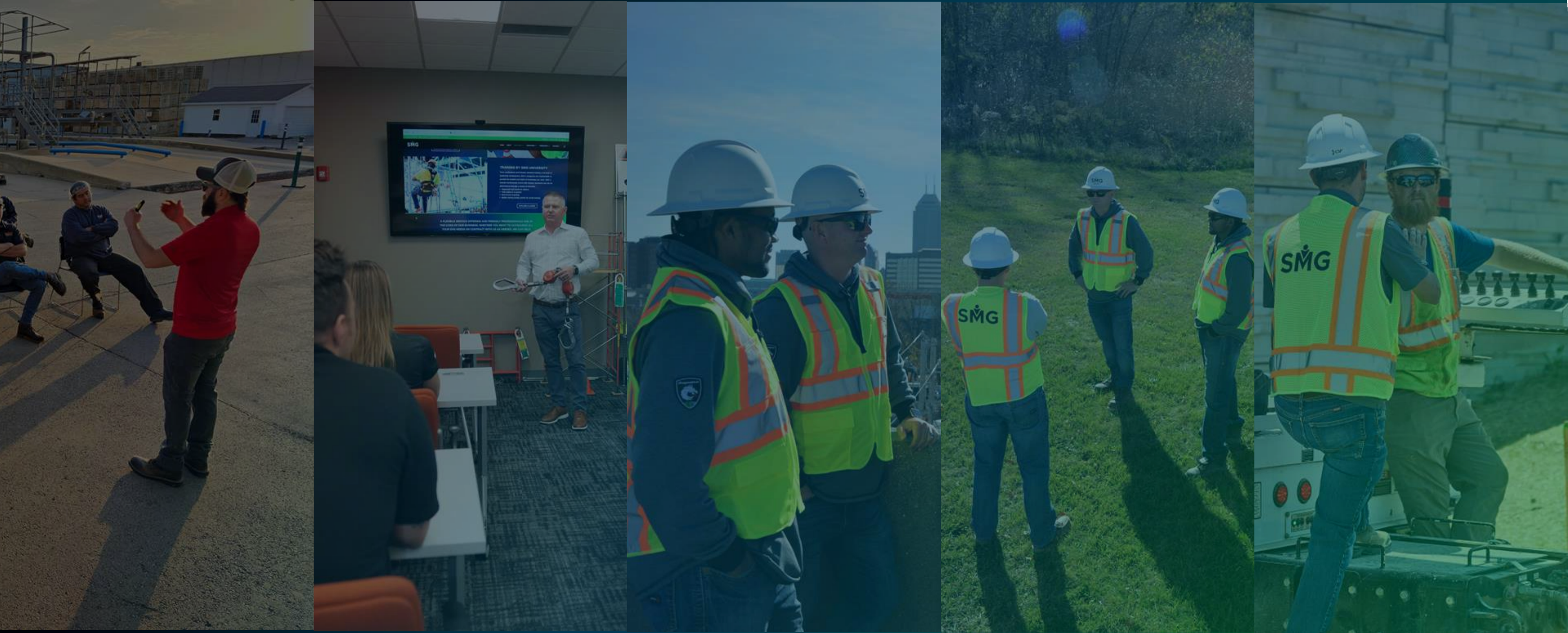
Service Quality

A Team Effort



Think of a recent interaction with a service provider.
Did the experience make you want to return or avoid them in the future?





How is your team reflecting quality?

What does a client see when they interact with your team?



"Everything we do reflects on SMG's professionalism and directly impacts **Service Quality.**"

SQ is the foundation for achieving growth, improving client satisfaction, and driving differentiation.



80% of today's jobs are service-oriented, but at SMG, **100% of roles impact service quality.**

Marketing:

First impressions through campaigns and materials.

Technology:

Providing tools for seamless client experiences.

Client Engagement:

Providing a smooth transition into partnership.

Service Delivery:

Direct client touchpoints and relationship building.

Human Resources:

Supporting engaged, SQ-focused employees.

Operations:

Supporting teams across the company.



Aspect	Good Service	Bad Service
Communication	Clear, proactive, and responsive communication that keeps clients informed.	Delayed or unclear communication that leaves clients confused or frustrated.
Deliverables	Accurate, on-time reports that provide actionable insights.	Late or incomplete reports that create delays or frustration for clients.
Client Experience	Positive, respectful interactions that make clients feel valued.	Disengaged or dismissive interactions that erode client confidence.
Consistency	Standardized processes ensuring quality across all projects.	Inconsistent results, varying by advisor or location.
Follow-Up	Prompt resolution of issues, with regular updates to the client.	Ignoring or delaying responses to client concerns.

Key Pillars of Service Quality (SQ)

Service Quality (SQ) focuses on core principles that ensure trust, consistency, and exceptional client experiences. These pillars guide every interaction and help us deliver the best results.

Tangibles:

Tangibles include the appearance of our team, materials, and facilities. These visible elements shape first impressions and reflect our professionalism.

Reliability:

Reliability means consistently delivering on promises with accuracy. It's about getting it right the first time, every time.

Responsiveness:

Responsiveness is acting quickly to address client needs, ensuring timely communication, follow-ups, and resolutions.

Assurance:

Assurance builds trust through our expertise, professionalism, and follow-through, giving clients confidence in every interaction.

Empathy:

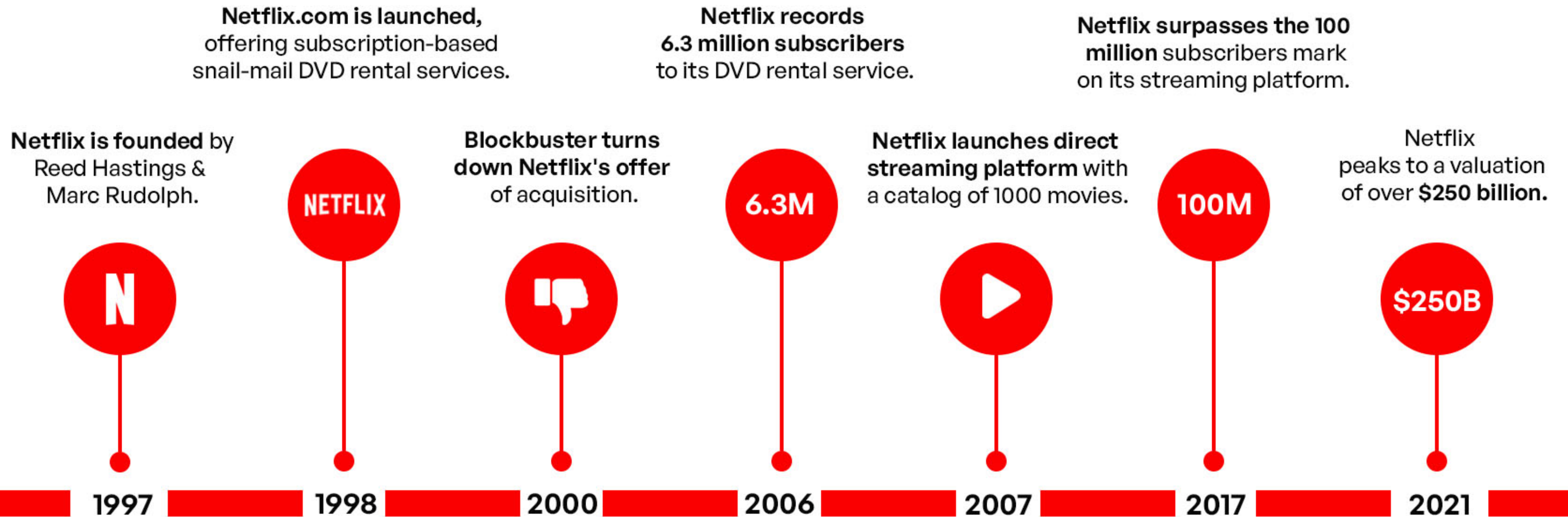
Empathy means understanding client perspectives and providing personalized care to make every client feel valued.

How does your role contribute to overcoming these challenges and ensuring consistent service quality?

NETFLIX



The Historic Timeline of **Netflix**





Service Characteristic	Netflix Example	Lesson for SMG
Tangibles	Delivered a visually consistent and polished user interface, ensuring a professional and trustworthy look across devices.	Present a professional image through branded materials, polished reports, and well-maintained facilities to build immediate trust.
Reliability	Consistently delivered uninterrupted streaming services with reliable performance across all platforms.	Ensure accuracy and dependability by delivering high-quality, actionable reports and consistently meeting client expectations.
Responsiveness	Provided immediate support for technical issues and personalized recommendations based on user preferences.	Respond quickly to client needs with timely communication, follow-ups, and tailored solutions to exceed expectations.
Assurance	Built user confidence through expertise in curating personalized content and ensuring data security.	Build trust with clients through professionalism, expertise, and follow-through, reinforcing confidence in our services.
Empathy	Anticipated user needs by tailoring recommendations and understanding viewing habits.	Understand client challenges and perspectives, offering thoughtful solutions that demonstrate care and personalized attention.



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Tangibles

The physical elements of our service, like appearance, materials, and spaces, shape client impressions and reflect our professionalism.

Examples:

- **Polished Appearance:** Ensuring team members wear clean, professional attire and maintain a positive demeanor during client interactions.
- **Facility Presentation:** Keeping The Safety Yard and other physical spaces clean, organized, and welcoming to reflect high standards.
- **Consistent Branding:** Using visually appealing, branded materials, signage, and reports that align with SMG's values and build trust.



What's one step you can take to ensure our tangibles—like attire, materials, and facilities—create the best impression on clients?

Reliability

Consistently delivering on promises builds trust and demonstrates our commitment to excellence.

Examples:

- **On-Time Delivery:** Ensuring safety reports and assessments are completed by the agreed deadlines to meet client expectations.
- **Error-Free Work:** Double-checking reports and deliverables to ensure accuracy and avoid mistakes.
- **Dependable Processes:** Following standardized workflows to maintain consistent quality across all projects.



What's one step you can take to strengthen reliability—whether it's improving accuracy, meeting deadlines, or following through on commitments?

Responsiveness

Promptly addressing client needs shows care, builds trust, and strengthens relationships.

Examples:

- **Timely Replies:** Responding to client inquiries within 24 hours to keep communication flowing smoothly.
- **Proactive Updates:** Providing regular progress updates to clients without waiting for them to ask.
- **Quick Issue Resolution:** Addressing problems immediately to minimize delays and demonstrate commitment.



What's one step you can take to improve responsiveness—whether it's quicker communication, proactive updates, or faster issue resolution?

Assurance

Building trust through knowledge, expertise, and professionalism inspires client confidence.

Examples:

- **Expert Insights:** Providing clear, well-reasoned recommendations that demonstrate a deep understanding of client needs.
- **Professional Courtesy:** Treating clients with respect, listening actively, and addressing their concerns thoughtfully.
- **Follow-Through:** Ensuring every promise or task is completed to the highest standard to reinforce trust.



What's one step you can take to enhance assurance—whether by growing your expertise, improving communication, or strengthening follow-through?

Empathy

Understanding and addressing client needs shows care and strengthens relationships.

Examples:

- **Active Listening:** Taking time to hear client concerns fully and responding thoughtfully to show they are valued.
- **Personalized Solutions:** Adapting recommendations to align with each client's unique challenges and priorities.
- **Supportive Follow-Ups:** Checking in after deliverables or interactions to ensure client satisfaction and resolve any issues.



What's one step you can take to show empathy—whether it's listening carefully, personalizing solutions, or following up thoughtfully?



Monitoring and Improving Quality

Business Intelligence

Initiatives are coming to help streamline and centralize SQ-specific goals.

- **Service Delivery:** Incident reduction rates, client satisfaction scores.
- **Client Engagement:** Client needs, engagement details, market opportunities.
- **Marketing:** Campaign engagement, feedback on case studies.
- **HR:** Employee engagement surveys and training effectiveness.



Happy, motivated employees deliver superior service, directly influencing client outcomes.

What motivates your team to deliver high-quality work?



What roadblocks prevent employees from focusing on SQ?

Motivation Examples

- Recognition (e.g., shout-outs or awards).
- Growth (e.g., training or mentoring).
- Impact Awareness (e.g., showing how work affects clients).

Roadblock Examples

- Lack of tools or training.
- Overlapping priorities or unclear goals.
- Limited communication about performance.

Major Takeaways



SMG

What is one action I can take to improve service quality in my role?



SMG

What can my team do to enhance SMG's overall service quality?

Service Quality is the foundation of everything we do. It drives client trust, satisfaction, and growth.

