RICK CONLOW INTERNATIONAL

RCI'S "REAL-TIME" LEARNING

EXTRAORDINARY CX LEADERSHIP AND MANAGEMENT: PART 2

RCI'S "REAL-TIME" LEARNING

Introduction!

Welcome! We are delighted that you are taking this course. We believe, *"if you increase your learning and you will increase your earning."* We have designed **RCI's "Real-Time" Learning** in four niches:

- **Leadership**
- **Customer Service**
- **Sales**
- **Personal Development**

You can complete each module in 30 minutes or less to give you the help you need when you need it. Each contains practical and proven value that you can apply today. Sound learning theory supports each competency.

Each module has three parts:

1. Self-assessment (5-8 minutes) …measure it!
2. Article (5-6 minutes) …study it!
3. Video and Application questions (10-15 minutes) …reinforce and apply it!

We encourage you to engage our other modules. All the skills and approaches in a niche reinforce one another. All learning to be useful must result in positive behavior or strategy changes. At the end of this module review the other resources available. We wish you the best of success-***now accelerate your career!***

Positively,

Rick Conlow

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assessment

→ **INSTRUCTIONS:** CX leaders enjoy happy employees and customers. Are you ready? Here are **13** specific traits to benchmark your organization. Use a scale of 1-5. Mark a 1 if it is very infrequently like you, 5 means it is very frequently like you. Answer as you think customers would see your organization, not how you would want to be.

My Company...

1._____ **has a clear CX vision, mission, values, and strategy.**

2._____ **leaders listen to feedback from employees and customers, and act on it.**

3._____ **creates a positive CX culture, it's a way of doing business not a program.**

4._____ **believes and acts on the value of employees as partners in serving customers.**

5._____ **invests heavily in learning, training, and development of all employees.**

6._____ **analyzes customer feedback, measures results, makes changes, and shares it throughout the organization.**

7._____ ***is*** **looking for and acting on ways to improve the company and customer experience.**

8._____ **provides all kinds of training for all employees that helps improve our customer service.**

9._____ **ensures that all parts of the company are engaged in improving the customers' experience.**

10._____ **walks the talk when it comes to our vision, values, and plans to improve the customer's experience.**

11._____ **does an excellent job of executing strategy on ways to improve the customer's experience.**

12._____ **creates a positive culture that inspires employee engagement that leads to great service.**

13._____ **is 100% committed to improving and delivering the best CX for customers in your industry.**

Strengths (List 3-4 of your highest rated areas)

Areas to Improvement (List 2-3 of your lowest rated areas)

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RCI'S "REAL TIME" LEARNING

THE LUCRATIVE LINKAGE: EMPLOYEE & CUSTOMER LOYALTY

Every company delivers a "customer experience." Only a small percentage do it well and make it memorable. The key question is how do you get there?

There is an overwhelming amount of research on the connection between employee engagement and customer experience. Each intricately linked in positively influencing a company's financial performance. Yet, it's important to clarify that this connection isn't always linear. In other words, companies can inaccurately assume that by improving one, they'll automatically improve both. So, they start with their easier option and wait for both situations to get better. Most often they just work on customer service. This is the wrong way to go about it… let me explain.

IT ISN'T THAT EASY…

For example, just as exercising and eating healthy are two factors to losing weight, treating employees well and satisfying customers are two distinct factors to driving business success. If you just do one, the other won't automatically change for the better. If you just eat well but never move your body, you won't necessarily lose weight or be healthy. And similarly, if you just strive to satisfy your customers, your employees might not feel any different. Doing both well substantially increases your likelihood of achieving financial success.

THE BEST COMPANIES TO WORK FOR

In the best companies it begins internally. The top five on this list includes Google, SAS, The Boston Consulting Group, Edward Jones, and Quicken Loans. Arianna Huffington wrote this about them and others in her blog: ***"Happiness and productivity are not only related, they're practically indistinguishable. And the happiest employees, compared with their less happy colleagues, spend 40 percent more time focused on tasks and feel energized 65 percent more of the time."*** Other research shows these companies nearly double the stock market growth and have 50% less voluntary employee turnover. Bottom line, valued employees produce high performance including better customer service and quality. In great companies, employees come first, customers second.

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THE HUMAN SIGMA

If you're wondering why the linkage matters, considering that you still need to work at both efforts – well, I'll tell you why. John H. Fleming and Jim Asplund published Human Sigma: Managing the Employee-Customer Encounter, and through their research they discovered that ***"Business units that performed well in employee and customer engagement – even though they may not have had the highest scores on either metric – tended to deliver considerably better financial results (3.4 times better than others) than those that scored poorly on the two measures."*** In other words, you don't need to be the best in one or both; you just need to make good strides in each area to achieve better results overall**.**

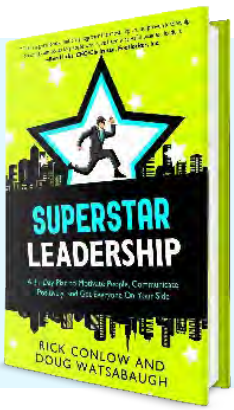
THIS IS GREAT NEWS FOR 3 MAIN REASONS:

1. **It provides a focus.** Companies can spin their wheels when deciding where to begin, once they know they need to change. This evidence provides companies the direction they might be lacking.
2. **It produces a realistic approach to reaching results.** If companies think that only one thing is standing between them and their success, they can put an unhelpful amount of pressure on the one department or **one** manager that they believe it must happen. Knowing how these two things work in tandem can spread the responsibilities around.
3. **It proves that everyone matters.** If just employees mattered – your customers wouldn't want to return for more. And if **just** your customers mattered – your employees might feel severely devalued. But with this news, **both** factors matter, which means **more** people will be pleased with your company.

Finally, this lucrative link simply makes common sense. *That's why it's so elusive. How can you have exceptional customer service if employees don't like their boss or the company*? Or how can you deliver sub-par service with employees that love their boss and the company? In either case it is a leadership challenge. Steve Jobs said it well, ***"That's been one of my mantras – focus and simplicity. Simple can be harder than complex: You must work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."***

Is your company going through meaningful changes? See this complimentary eBook.

Changing Change Management



Do you want to learn how to be one of the best leaders? If so, I suggest you check out our new book.

Superstar Leadership

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5 CULTURAL HABITS OF CUSTOMER FOCUSED COMPANIES

training video

In this training video you will learn:

- The current state of customer service worldwide.
- 5 cultural habits of client-driven companies.
- The payoff for change.

review questions

(*See CX Leadership and Management Part 1* for the challenges of improving)

1. What have you learned or relearned in this module about a company's customer experience? (Review your learning with one other person)

2. List three ways you will improve your organizational results today.

"Few companies deliver a great customer experience. Those that do reap the financial rewards."
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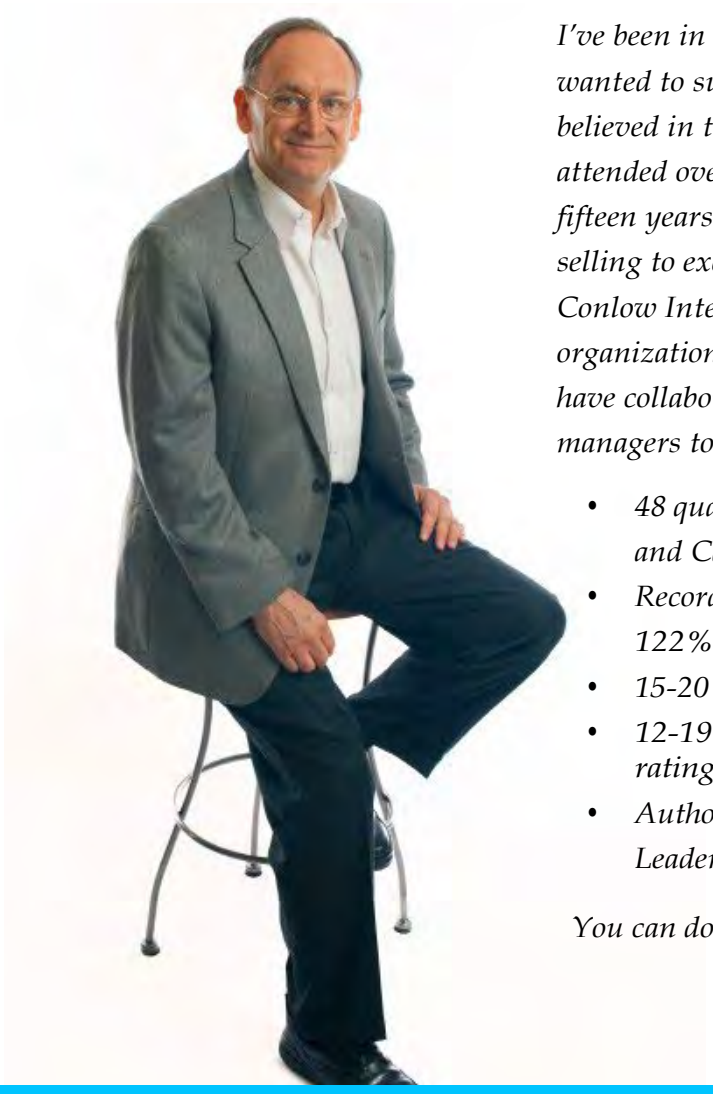
about rick conlow



I've been in your shoes; I became a manager and had no training. I wanted to succeed just like everyone. The first company I worked for believed in training, with this opportunity and my desire to learn, I attended over 100 training programs and conferences in a little over fifteen years. My results improved and I moved from teaching and selling to executive, with five promotions. Eventually, I founded Rick Conlow International. Our purpose is to elevate people first in organizations through Servant Leadership. Throughout the years we have collaborated with two hundred fine companies and thousands of managers to achieve:

- *48 quality service awards including JD Power, Ford's President Award, and Canada's Consumers Choice Award.*
- *Record-breaking sales year after year: 30%, 48%, 52%, 75%, 122%, and 212% gains.*
- *15-20 points on customer experience surveys with 50-95% NPS ratings.*
- *12-19 points on employee engagement surveys with 50-84% eNPS ratings.*
- *Author of 22 books, including the bestsellers, SuperSTAR Leadership and The Dynamics of Servant Leadership.*

You can do this and more. Achieve top tier results. Partner with us today!

POSITIVELY,

Rick Conlow

⇧ **8%**
Positive gains in retail sales growth

⇩ **57%**
Reduction in customer complaints

⇧ **5-7%**
Gains in transaction counts

⇧ **53%**
Improvement in sales

⇧ **75%**
Gains in sales to existing customers

48
Quality and customer service awards

Ford's President's Award

JD Power Award
for customer service

Canada's Consumer Choice Award

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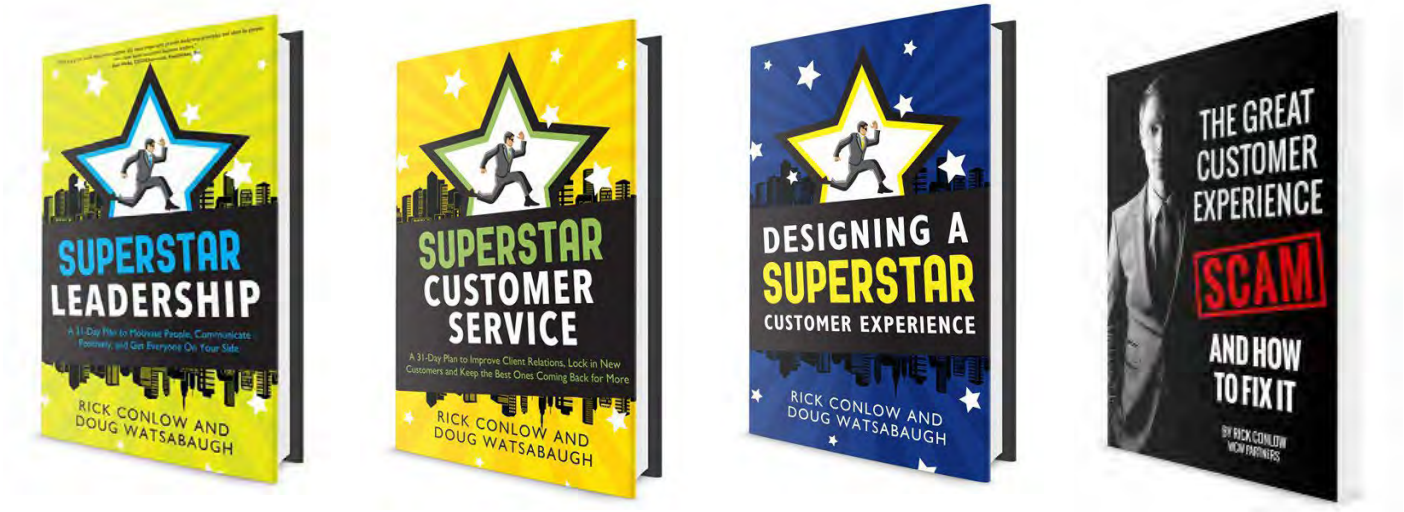
visit rick's website & blog!

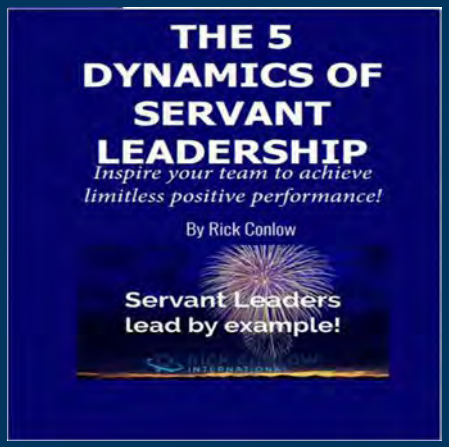
website

RICK CONLOW'S
SUPERSTAR LEADERSHIP BLOG

read rick's customer experience resources!



find more on **rickconlow.com/shop**



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