

Leadership, Integration and the Customer Experience

Consulting Team



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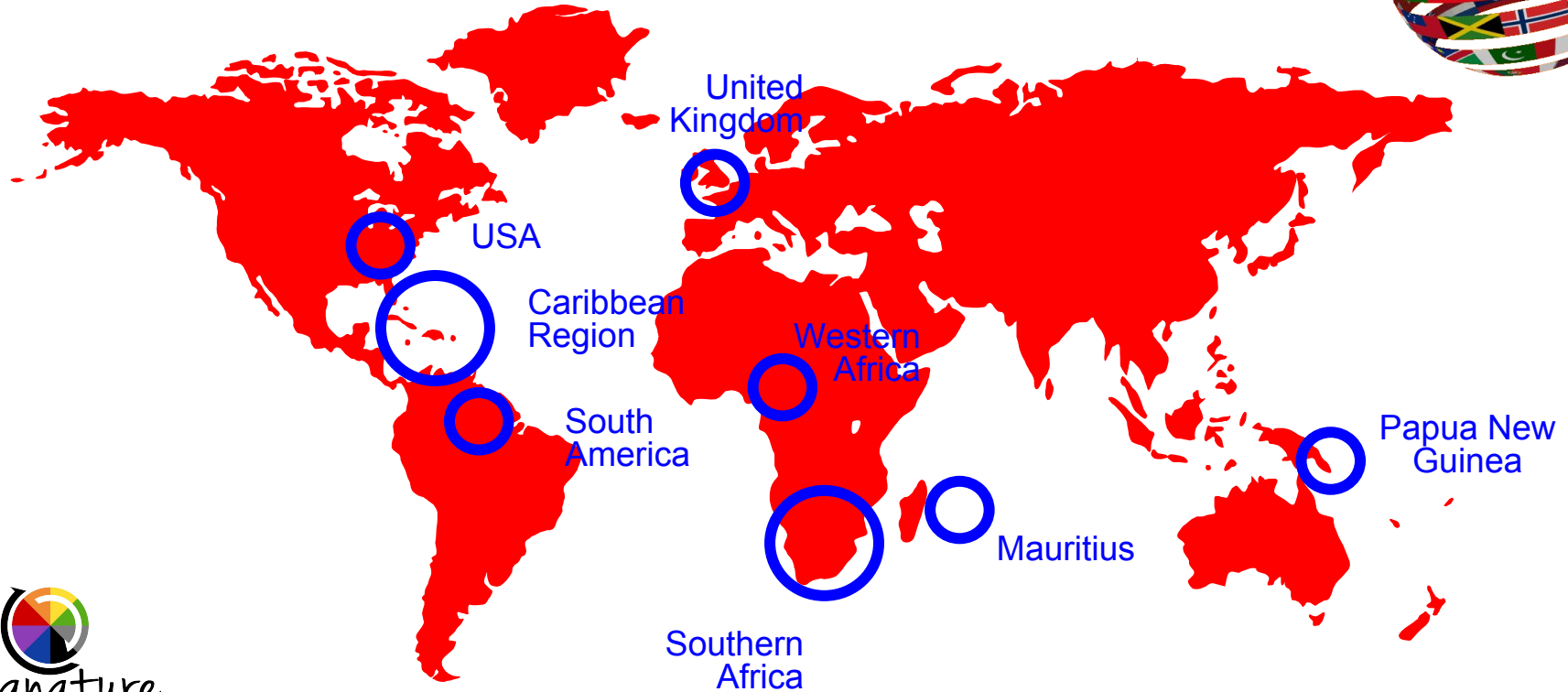


**Terri-Ann
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Associate Consultant

Clients



Our Global Reach



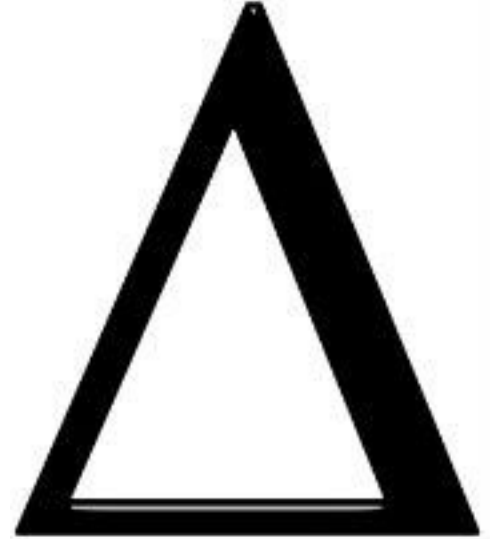


Integration

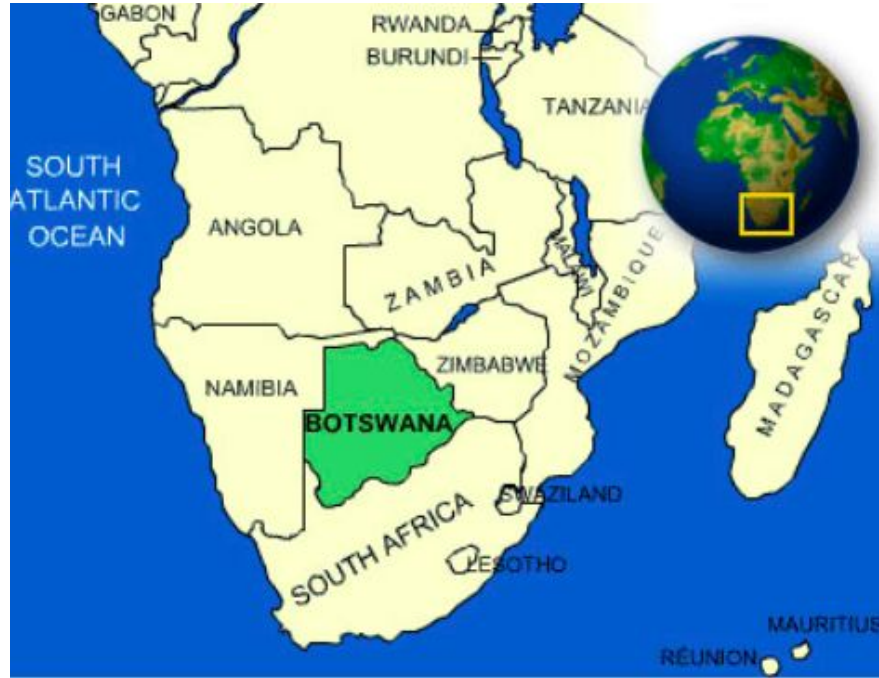
Integration Requires



- A clear customer focus
- An understanding of the region/systems
- Efficient support systems
- Effective teams
- Innovative thinking
- More than tech
- New competencies
- Effective leadership



If You Lived Here



You Would Need...



**Your
Married
Relatives**



**Her
Married
Relatives**

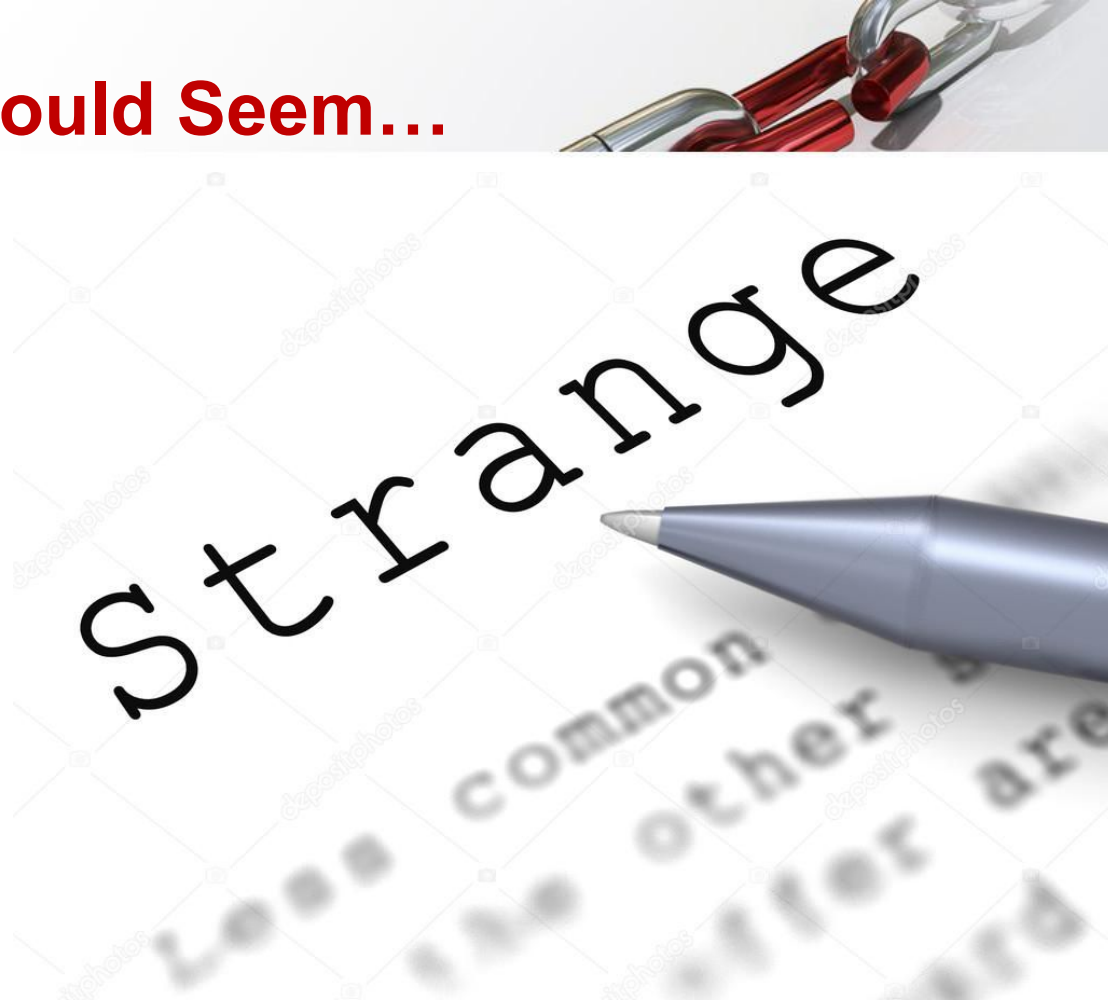
They Might Agree on...



But if You are From Here



Lobola Would Seem...



Or Even...



UNCIVILIZED

It's Different



- It's the culture
- You could ignore it but...
- So too with different people, organizations & regions



When Organizations Change

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approaches
not exist

Some People Feel...



If FedEx and UPS merged!!!

Because...













The Opportunity

Demand is Rising



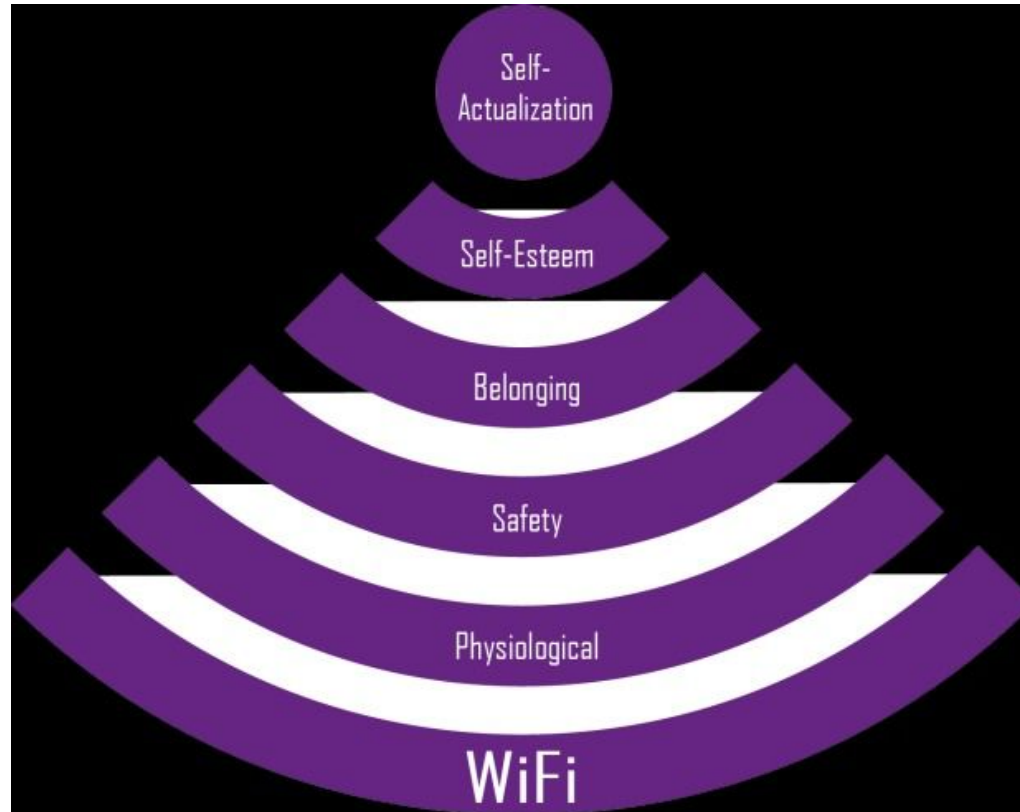
SALES/USAGE	2000 (MILLIONS)	2010 (MILLIONS)	2015 (MILLIONS)	
 Cars	41	58.24	68.54	
 Mobile Phones	412	1596	1900	← 19%
 Personal Computers	134	346	238	
 Digital Cameras	11	109.9	42	
 Internet Users	401.18	2010	3220	← 62%
 Tablets	NA	15.32	217.4	
 Smartphones	.3	298	1424	← 378%
 Energy Consumption	10.1 Mtoe	13.14 Mtoe	15.1 Mtoe	

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Basic Human Needs



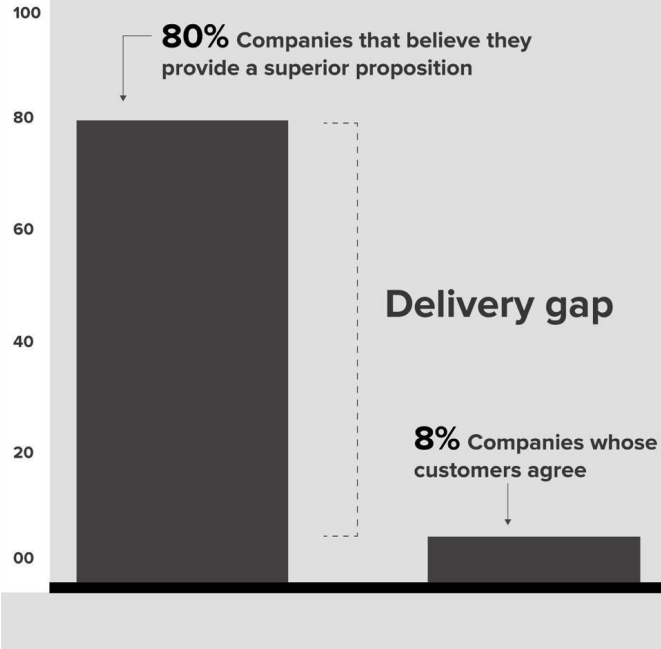
Basic Human Needs



Is Your Company Confused?



THE DELIVERY GAP³⁴



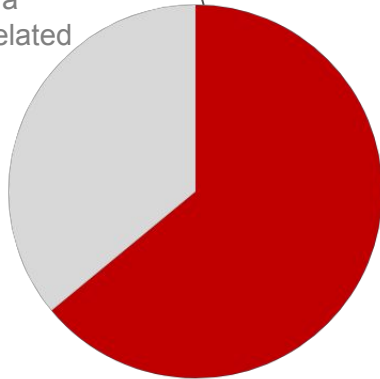
- Bain & Company
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The Business Opportunity



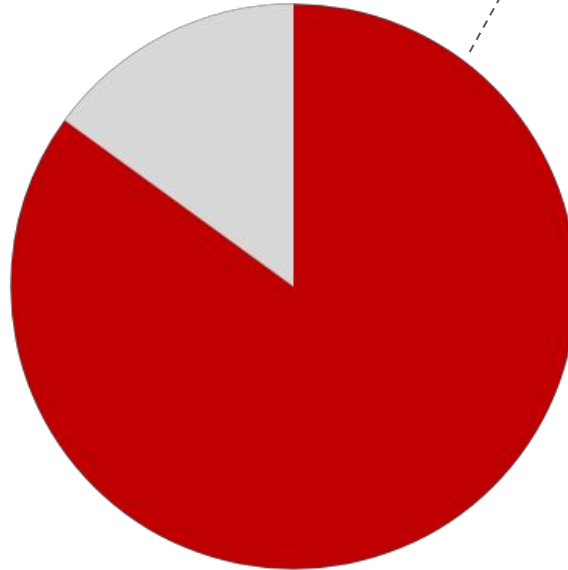
64%

Defecting customers, leave for a service related problem



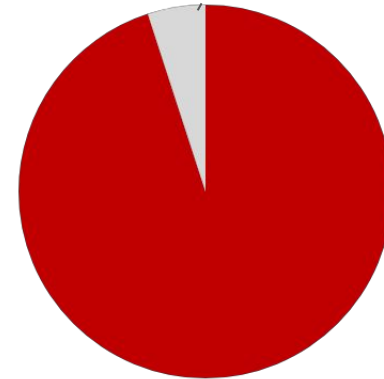
85%

Customers are willing to pay more for better service



95%

Customers say organizations don't exceed their service expectations

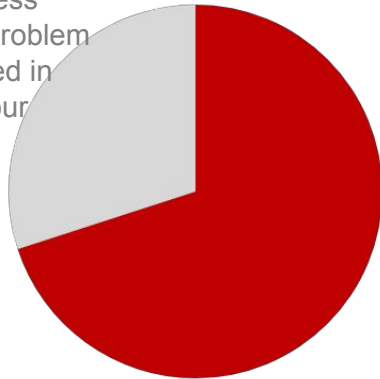


The Business Opportunity



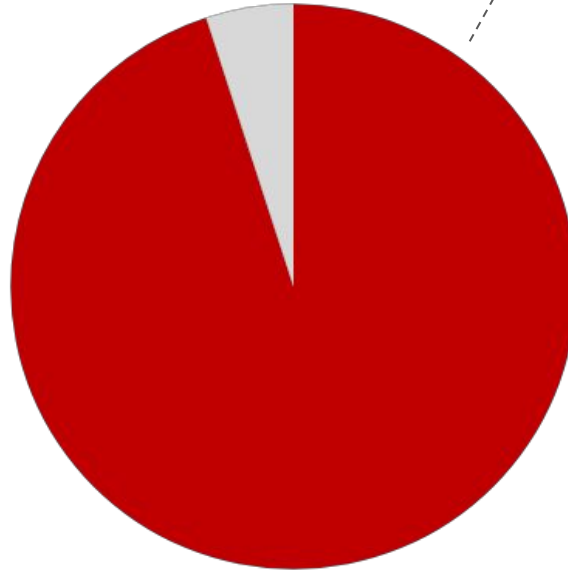
70%

Complaining customers will do business again if problem is resolved in their favour



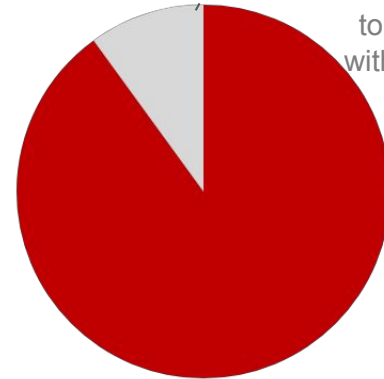
95%

Complaining customers will do business again if problem resolved on the spot.



90%

Public consider service quality when deciding to do business with a company



Here is My Bold Claim!

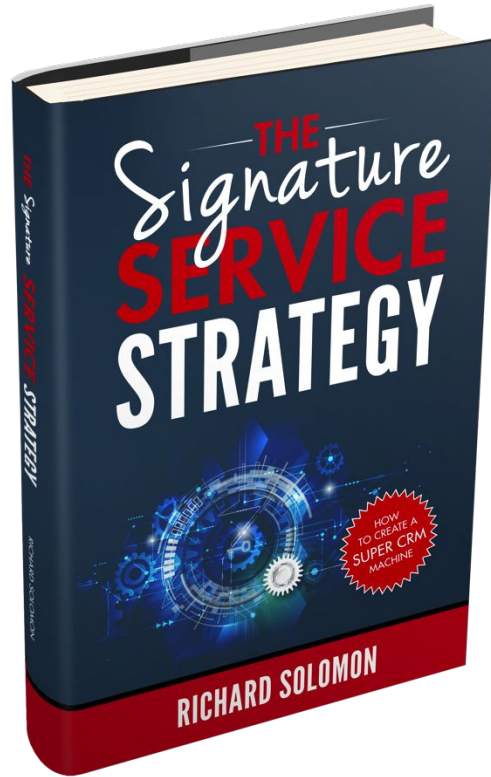


It does not matter what stage or state your business is in, you should only have – indeed you only *need* **one overarching strategy!**

That is: a strategic focus *on* and alignment to **your customers' needs (internal & external).**

That's it!

Great Service is Just Smart Business Strategy!

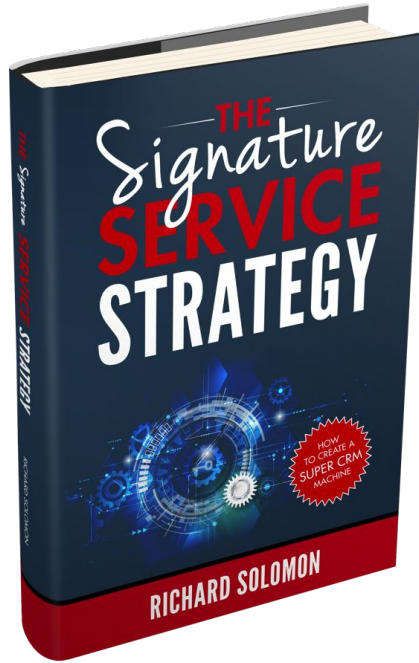


Systemic & regional integration and digital adoption are more effective and efficient when customers are the central focus.



Leadership

Leaders Go First!



A Tale of Two Leaders



Captain Schettino - Costa Concordia



Captain Chesley Sullenberger - US Airways 1549



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Leaders Must

Get the 3Ps Right



But Wait...
**THERE'S
MORE!**

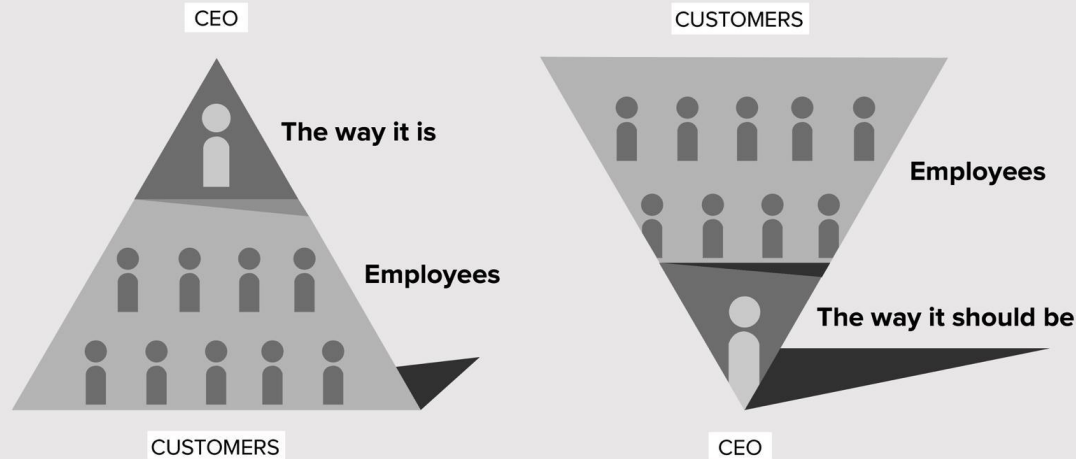
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Leaders Must

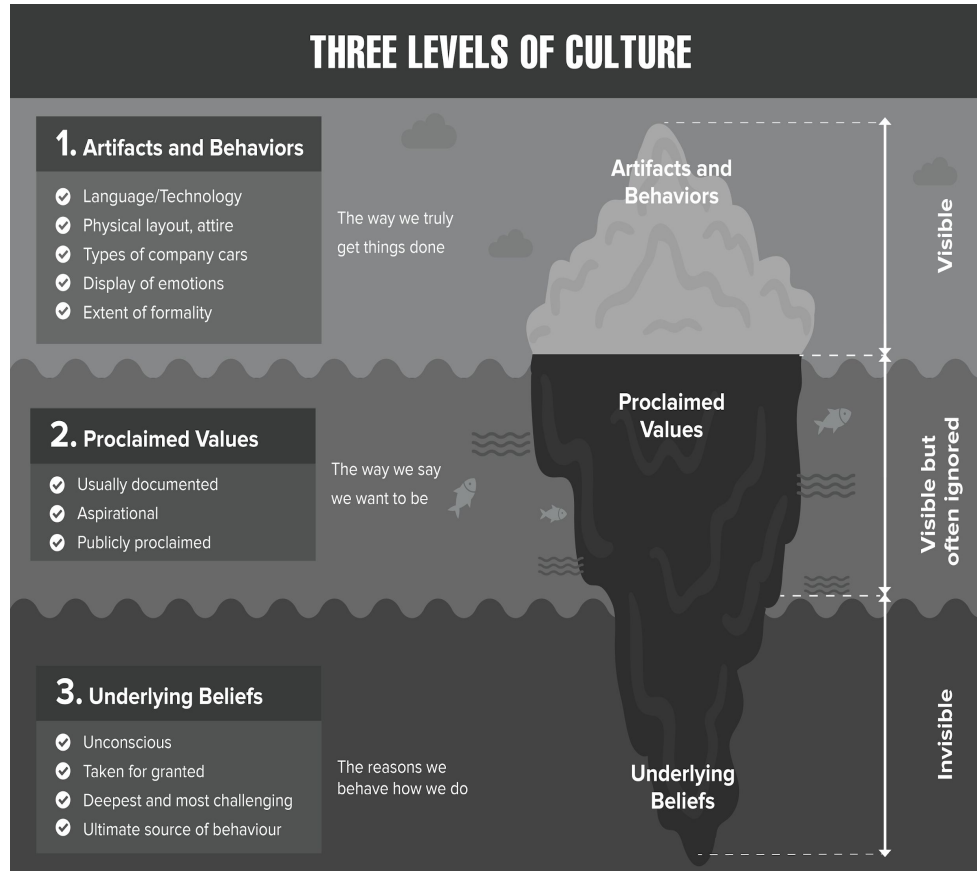


TURNING THE **ORGANIZATION** ON ITS HEAD



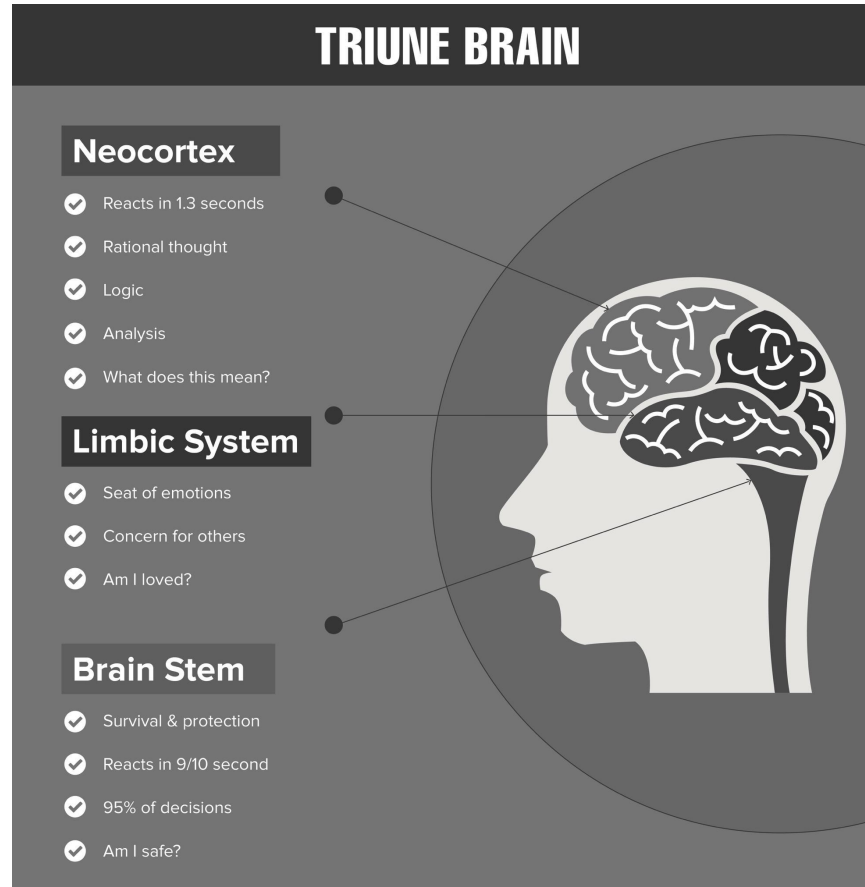
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Respect, Affect & Align the True Culture



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Impact People Positively



Pg. 272

Leaders Must...

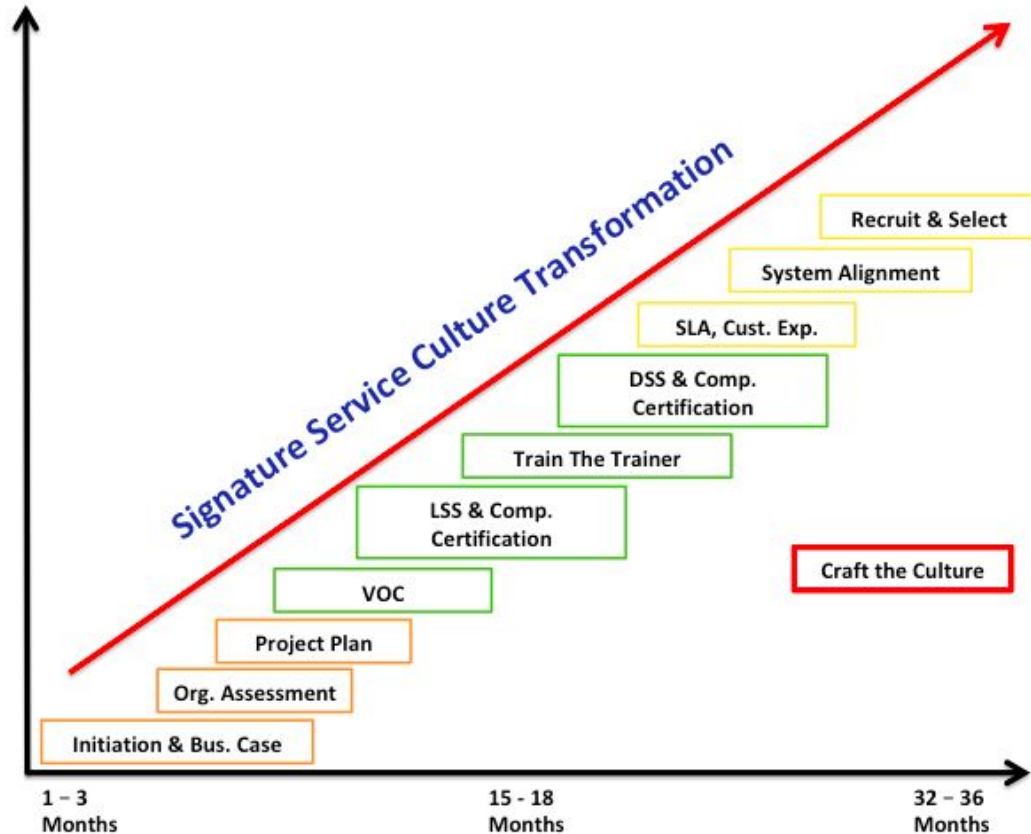


1. Respect the customers, employees and culture
2. Find a **REALLY BIG WHY**
3. Get on board and out front
4. Focus beyond “customer service”
5. Involve people & listen!
6. Plan for action (include micro goals)
7. Plan the communication (who, what, when, how, by whom)
8. Cheer on the action
9. Measure, monitor, reward and celebrate early successes
10. See more than \$\$\$

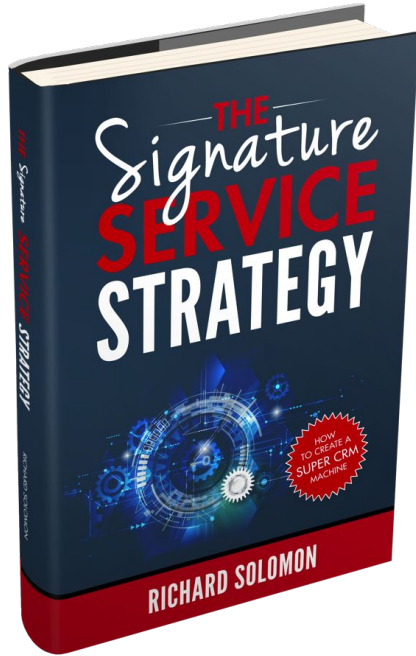
Culture Transformation Plan

- Process can be adjusted & scaled to support current initiatives
- Starting point & implementation plan is based on data analysis
- Change management & strategy integration built in

Signature Service Culture Transformation



Come Have a Chat



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- Signed Copies first 10 people (\$20.00)
- Limited Time Kindle Special (\$5.99)



**Development Consulting
Center Ltd.**

Thank You

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