Leadership, Integration and the Customer Experience
Consulting Team

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Clients

- Vodafone
- Phoenix Park Gas Processors Limited
- Flow
- Pepsi
- Unit Trust Corporation
- Nestle
- VINLEC
- GSK
- Methanex
- Unilever
- NCC
- Guardian Life of the Caribbean Limited
- 3M
- Coca-Cola
- Angling
- Nigerian Communications Commission
- Central Bank of Trinidad & Tobago
- Cable & Wireless Communications
- T&T Tec
- E11
- Value Optical
- Digicel
- First Citizens
- Ernst & Young
- TELIKOM PNG
- Bristol-Myers Squibb
- BEC
- Mauritiustelecom
- JPS
- GraceKennedy
- The Barbados Light & Power Company Limited
Our Global Reach

- USA
- Caribbean Region
- South America
- United Kingdom
- Western Africa
- Southern Africa
- Mauritius
- Papua New Guinea
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
1. Some customers feel frustrated and confused.
2. People become disengaged.
3. Fighting to get customers and staff to adopt new technologies/approaches.
4. Leaders are frustrated – putting too many fires out.
5. Stuck spending too much time fixing challenges that should not exist.
6. Overwhelmed by the challenge of getting the organization customer-focused.
7. Struggle to change and align the organization culture.

When Organizations Change

**One Size Doesn't Fit All**
Some People Feel…

If FedEx and UPS merged!!!
Because…
The Opportunity
Demand is Rising

<table>
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<th>SALES/USAGE</th>
<th>2000 (MILLIONS)</th>
<th>2010 (MILLIONS)</th>
<th>2015 (MILLIONS)</th>
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<tr>
<td>Cars</td>
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<td>Mobile Phones</td>
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<td>Energy Consumption</td>
<td>18.1 Mtoe</td>
<td>13.14 Mtoe</td>
<td>15.1 Mtoe</td>
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</tbody>
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19%  
62%  
378%
Basic Human Needs
Basic Human Needs
Is Your Company Confused?

THE DELIVERY GAP

80% Companies that believe they provide a superior proposition

Delivery gap

8% Companies whose customers agree

- Bain & Company
Pg. 48
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

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

- 70%

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

- 95%

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

- 90%
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!

Leaders First

Strong Service Vision

Hire Right

Orient & Train

Empower

Listen to VOC

M3 – CX & System Alignment

Culture Craft

1

2

3

4

5

6

7

8

Signature Service Culture
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

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TURNING THE ORGANIZATION ON ITS HEAD

The way it is

Employees

CUSTOMERS

The way it should be

Employees

CEO

CUSTOMERS

CEO

Leaders Must
Respect, Affect & Align the True Culture

THREE LEVELS OF CULTURE

1. Artifacts and Behaviors
   - Language/Technology
   - Physical layout, attire
   - Types of company cars
   - Display of emotions
   - Extent of formality
   - The way we truly get things done

2. Proclaimed Values
   - Usually documented
   - Aspirational
   - Publicly proclaimed
   - The way we say we want to be

3. Underlying Beliefs
   - Unconscious
   - Taken for granted
   - Deepest and most challenging
   - Ultimate source of behaviour
   - The reasons we behave how we do
Impact People Positively

TRIUNE BRAIN

Neocortex
- Reacts in 1.3 seconds
- Rational thought
- Logic
- Analysis
- What does this mean?

Limbic System
- Seat of emotions
- Concern for others
- Am I loved?

Brain Stem
- Survival & protection
- Reacts in 9/10 second
- 95% of decisions
- Am I safe?
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
Come Have a Chat

• Get the Presentation (free)
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• Limited Time Kindle Special ($5.99)
Thank You

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