

CUSTOMER EXPERIENCE WORKSHOP (Internal Customers)

Customer Experience ♦ Problem Solving ♦ Communication ♦ Ownership

Do your teams understand how the internal experience directly affects your external customers? Do they know how to meet the expectations of their internal customers? The language to use to create a positive experience at every interaction? Are they inspired to take ownership and resolve problems to drive a customer-centric business? Do they know the best way of finding the relevant information quickly and efficiently and asking the right types of question which can significantly speed up the process?

Failing to maximize the quality of internal services creates a disconnection between the employee customer experience and the one a business strives to create for their frontline people when dealing with external customers. All elements within the organisation need to be aligned so they can deliver a customer experience that differentiates your brand from your competitors.

Objectives

After participating in this activity staff will be able to:

- Manage interactions in a consistent and positive way.
- Remain calm and rational when dealing with an issue.
- Feel more confident dealing with internal customers.
- Increase first time resolutions to queries and problems.
- Develop employee ownership of the customer experience.



How it works

The customer experience event involves a business game supported by discussion sessions led by an experienced customer experience facilitator. The activity centres around a playing board where individuals or small teams compete to take their customers from initial contact through to customer advocate. The journey involves the participants navigating their way through three key zones:

- **Initial contact.** A poor experience here could result in the customer failing to engage. The customer may leave feeling angry and frustrated.
- **Winning the right to have a meaningful conversation.** Participants need to demonstrate their knowledge of how to interact with the customer and build trust.
- **Conversion of a satisfied customer to an advocate.** Develop the skills and behaviours required to be a trusted and respected team that fosters a customer centric culture.

The objective for the players is to get as many customers as possible into the customer advocate zone.

The facilitator has two roles. An active participant taking turns with the other participants to create new challenges relevant to the choices made by the participants and acting as a guide adding in new information on best practice.



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Audience

All internal help desk staff and teams dealing with queries and requests from colleagues across the organisation, their supervisors and first line managers.

Duration

The game is part of a half day workshop event which will take 3 and a half hours.

Express an interest : Deadline 8th November 2017

Is your organisation concerned about any of the issues we have identified?

If it is then maybe you would like to be part of the development team? As part of the team you would have an input into the overall design of the games, and the opportunity to use them with your organisation during testing.

Staff from your organisation would benefit from thinking through the issues as designers, be able to facilitate the activity with the wider community, you will have raised the profile of this issue for the business and provided essential training to staff.

Please express your interest by contacting teresa@claritycx.co.uk or christine@chris-elgood.co.uk the closing date for expressions of interest is 8th November.

