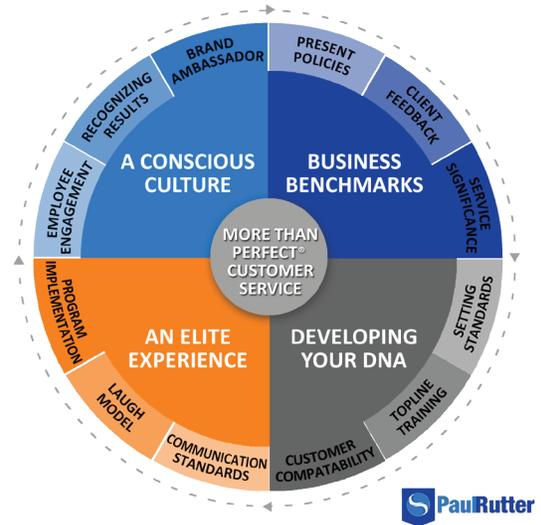


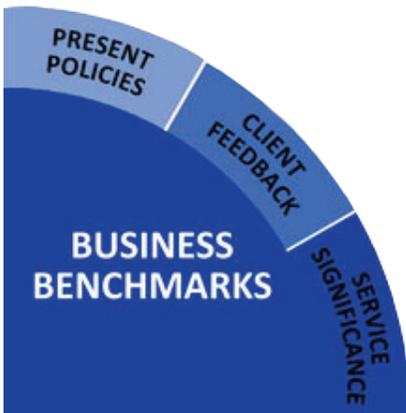
More Than Perfect® Customer Service Model Build Out

The More Than Perfect® Customer Service Model is essential to reaching the pillar of success with your customers and continuing a relationship with them for years to come. Developing your company DNA, setting your Business Benchmarks, and Creating a Conscious Culture all result in an Elite Experience for your customer that they will never forget.

Being in a proactive state of mind and consistently reaching for greater achievements in customer service is the foundation of creating a More Than Perfect® experience. In working with clients we give them a competitive advantage by focusing on four foundational steps. These steps include:



Business Benchmarks



Developing More Than Perfect® Customer Service starts with knowing where your company stands today, and what the present policies and procedures are for employees to follow. Are all company policies, procedures and standards easily accessible, either online, or in a company manual that is distributed? Do you solicit Customer Feedback so you know how your customers feel about your product or service? Do you act on that feedback? Do you or your employees understand why Customer Service is so important to the bottom line? Once a company knows where they stand, they can then see and develop where they would like, or need to go.

With Paul you'll learn to:

- Present policies that align with your company's values and expectations
- Understand the value of customer feedback and how to use it moving forward
- Discover the significance of your More Than Perfect service models

Developing Your DNA



Once you have a starting point, you can begin to see where you need to improve and what it will take to get there. Standards must be set for all employees to follow, starting from the top of the organization. If Senior Management does not lead the team to continuously improve, it will make the challenge that much more difficult. Once you have developed the standards, training must begin to implement those benchmarks. Training is not a one-time endeavor, it must be continuous, it must be verified, and it must be documented.

With Paul you'll learn to:

- Recognize your different kinds of customers and how to meet each of their needs
- Develop training methods to ensure continued success
- Set company standards across the board to empower your team to deliver More Than Perfect® Service

An Elite Experience



In order to attain More Than Perfect® service, standards for Communication, with both internal and external customers, must be the foundation of Customer Service excellence. Nothing is more important than Communication skills, whether written, verbal, online or off. Follow up and follow through is the cornerstone. Part of Communication is how to handle difficult customers, and that is where the Laugh Model comes into play. Problems and complaints are a part of any business, but knowing how to handle them and make them right, will result in increased Customer Satisfaction and Repeat Business.

With Paul you'll learn to:

- How to implement your business benchmarks and instill lasting results in your company
- Use the LAUGH model to direct your team how to handle customer complaints, and turn them into Repeat Business opportunities
- Use effective communication skills to meet and exceed the needs of your customers, clients and co-workers

Conscious Culture



Once standards are set and training has begun, it is imperative that employees buy into the concept. How you treat and reward your employees will determine the long term direction of the company. One of the top goals of employees is to succeed at a business where they are enjoying going to work. The end goal of any organization is to have all employees and customers sing your praises as a great place to work, and a great place to do business. The ultimate goal is to make them all Brand Ambassadors!

With Paul you'll learn to:

- Teach your team members to become ambassadors for your brand
- Use data collected to recognize results and then continue to implement them in your business
- Maximize employee engagement so you have the strongest team possible that delivers More Than Perfect® service

The More Than Perfect® Customer Service Model helps companies elevate their customer service standards to go beyond achieving expectations to begin exceeding expectations. This experience gives your team and company a competitive advantage and customer base that will continue a relationship with you for years to come.

Learn how you can work with Paul to begin building your companies More Than Perfect® Roadmap.