

The Customer Service Mind Set

*To transform your customer
experience*





***What key
factors
contribute to
our mind-set?***



'Mind-Set'

Thoughts → ***Internal dialogue***
Beliefs
Pain and pleasure

Feelings → ***Sensations***
Emotions



The Customer Experience Mindset

**Is determined
by what we
think, feel and
believe
about....**



- **Ourselves and our job/
our role/function**



- **Our company, its values
image, reputation,
colleagues, products
and services**



- **Our customers**



Limiting Beliefs

What are the most powerful limiting beliefs that currently affect the customer experience?

1. When the staff believe....

2. When the leaders believe...



The Customer Experience Mindset

Examples of common beliefs in customer service

- **I can't introduce new products as my customers don't have time**
- **I'm not a sales person**
- **Customers don't want to be sold to**
- **If I take too long on a call, I won't be able to meet my targets**
- **Our competitors offer better deals**
- **Coaching isn't a priority**



**This is a picture of a
public toilet in
Houston**

**Now that you've seen
the outside view,
take a look at the
inside view...**



**It's made entirely of
one-way glass!**

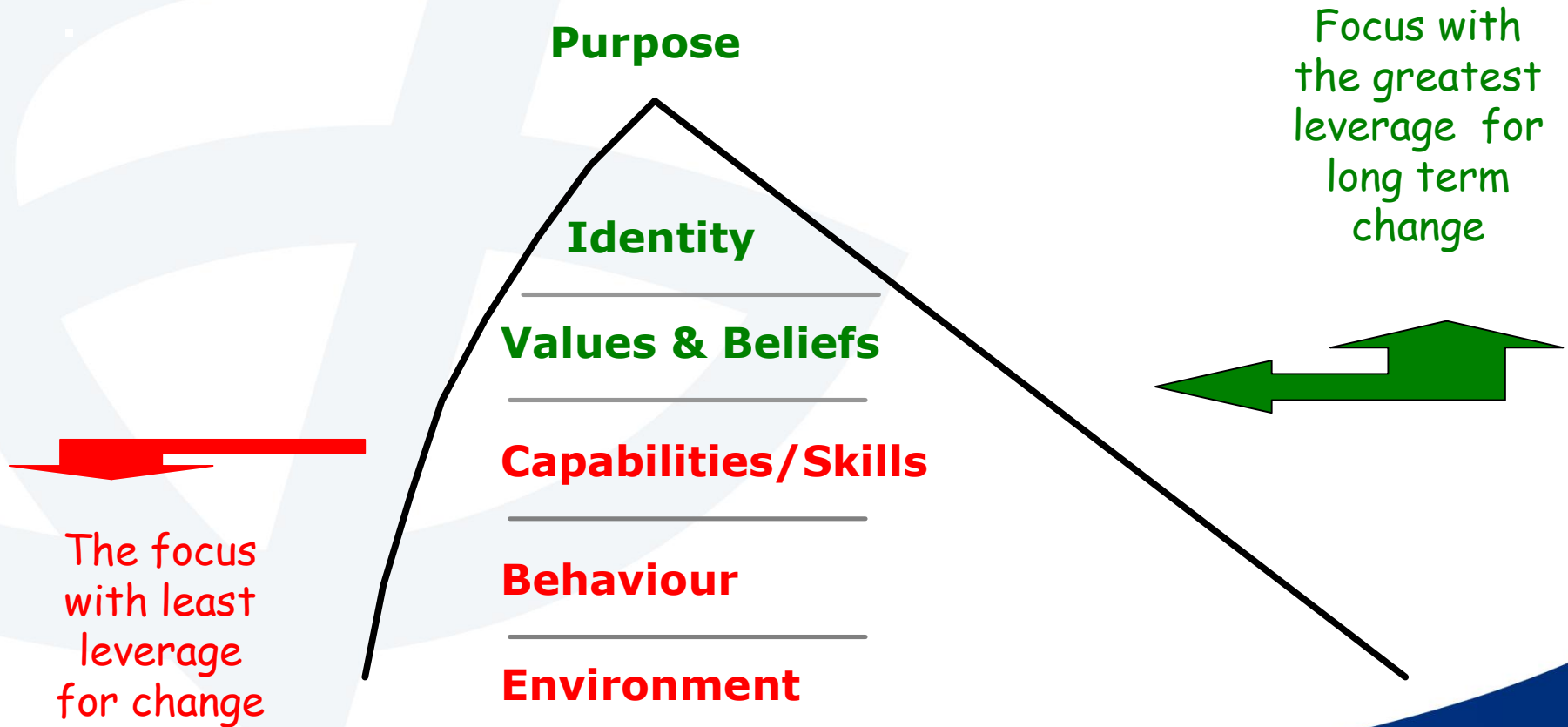
**No one can see you
from the outside,
but when you are
inside it's like
sitting in a clear
glass box!**

**Now would you...
COULD YOU... use it?**



The logical levels model

- Bateson/Dilts



A Mindset for Total Service



- 1. Be clear about what business you are in, and the experience you want to deliver**
- 2. Focus on defining the mindset you want your people to develop**
- 3. Help your staff and leaders develop powerful beliefs that support this mindset**
- 4. Focus on the experience and move away from sales/service - they are two sides of the same coin**
- 5. Remove or change targets that limit your ability to deliver the optimum customer experience**
- 6. Develop training and coaching programmes that develop mindset, before you focus on skills**

