Service Excellence Is Effective, Efficient and PERSONAL!

Karyn Ross
Washington State Government Lean Transformation Conference 2017
Keynote
Why Service Excellence Matters to Me!

- **Learned Toyota Way in gemba**
  - Call center rep - 300 customers
  - Worked with HR, payroll, insurance, retail, law, transportation and more!
  - Internal and external consultant for all organizational levels

- **Practicing Artist!**
  - Master’s Degree in Sculpture
  - Focused on creativity!

Karyn Ross

*Helping People Improve the World!*

I believe that service is today’s differentiator! **You should too!**

www.karynrossconsulting.com
What We’re Going to Talk About Today...

- Service Excellence: *What it is...and...isn’t*
- Why understanding and treating our customers as human beings is the key to creating peak services
- **One Piece Flow**...What that looks like in a human service process!
- How to use creativity and *The Toyota Way to Service Excellence* to deliver peak services for customers
A True Story…

Lean Process? Peak Service Experience? Service Excellence?

your call is important to us…

REALLY?
What Do Today’s Customers Really Want?

✓ Lean processes
  ✓ What they want, when they want it, right the first time with no hassle!

✓ Luxury experiences at coach prices!
  ✓ Same or lower price than competitor

✓ Caring, human, personal, real connections
  ✓ I’m not a machine, I’m a human being (and my family members are too)!

Service Excellence!
Peak Service Experiences!
Why is This Important for Service Providers?

• More than 50% of customers leave a service provider due to a poor customer service experience

• Internet makes it easier and easier for customers to find alternative service providers at similar prices

• Customers ‘switch’ companies without notice or explanation

• Trillions of dollars up for grabs in ‘switching economy’

And...what if our customers ‘can’t switch’?

What then?
What Does That Mean For Us?

To help our customers so that they are happy, satisfied and loyal, we need to:

Understand:
Deeply understand each of our customer’s needs as a human being!

Be Creative:
Stop thinking about what we can’t do – and start thinking about what we CAN do!

Deliver:
Use The Toyota Way to Service Excellence 4Ps and 17 Principles to turn ideas into peak service experiences

We have an idea!!!
Solving Problems & Continuous Improvement

- Internally & short-term focused
- **Asks questions like**: How can we increase customer satisfaction scores? How can we reduce number of complaints?

“Necessity is the mother of invention”

Striving for Service Excellence

- Customer & long-term focused
- **Asks questions like**: How can we make sure that no customer ever leaves? How can we make sure customers are always satisfied?

“Invention is the mother of necessity”
Let’s talk about creativity...

• **Creativity is not...**
  - Flashes of ‘inspiration’ that come out of nowhere...
  - Lightning bolts that come down from the sky...
  - Something that ‘happens to’ other people but not me...

The Karyn Ross definition of creativity:

**Creativity is** combining previous knowledge and/or experiences in new ways to *generate ideas* about how to do things differently.

**YOU** are creative! (Oh yes, **YOU** are!)
The Toyota Way to Service Excellence

4 Ps and 17 Principles to satisfy customers and flourish, thrive and grow as a business for the long term

Principle 1: Passionately Pursue Purpose

Principle 2: Deeply Understand Customer Needs

Principle 3: Strive for One Piece Flow
Hennig – Making Our Customers Successful

Principal 1: Passionately Pursue Purpose
- Vision of Service Excellence: “Making Our Customers Successful”

Principle 2: Deeply Understand Customer Needs
- What is it that our customers need from us so that we can make them successful?

Principle 3: Strive for One Piece Flow
- 90% of calls answered on the first ring by a real, live person!

Noah and Addie focused on customer success!
Some questions for you to think about...

Understand Each Customer
What words do you use to refer to work you are doing for your customers?
• Are they ‘human words’?
• Are they ‘non-human’ words?
• Why does it matter?

Be Creative
How often do you say “I can’t” to your customers?
• What other words do you use to say ‘I can’t’?
• What are some non-verbal ways you say ‘I can’t’?
• Why does it matter?

Deliver
What does ‘flow’ look like in your work?
• How is your customers’ time being wasted?
• How can you see the process?
• Why does it matter?
Thank You!

Questions for me?

Join my Q/A session in Ballroom A!