

Service Excellence Is Effective, Efficient and PERSONAL!

Karyn Ross

**Washington State Government Lean
Transformation Conference 2017**

Keynote



Why Service Excellence Matters to Me!



Karyn Ross

*Helping People
Improve the World!*

www.karynrossconsulting.com

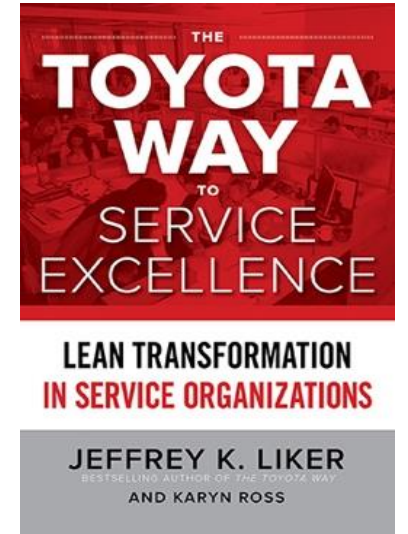
- **Learned Toyota Way in gemba**

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

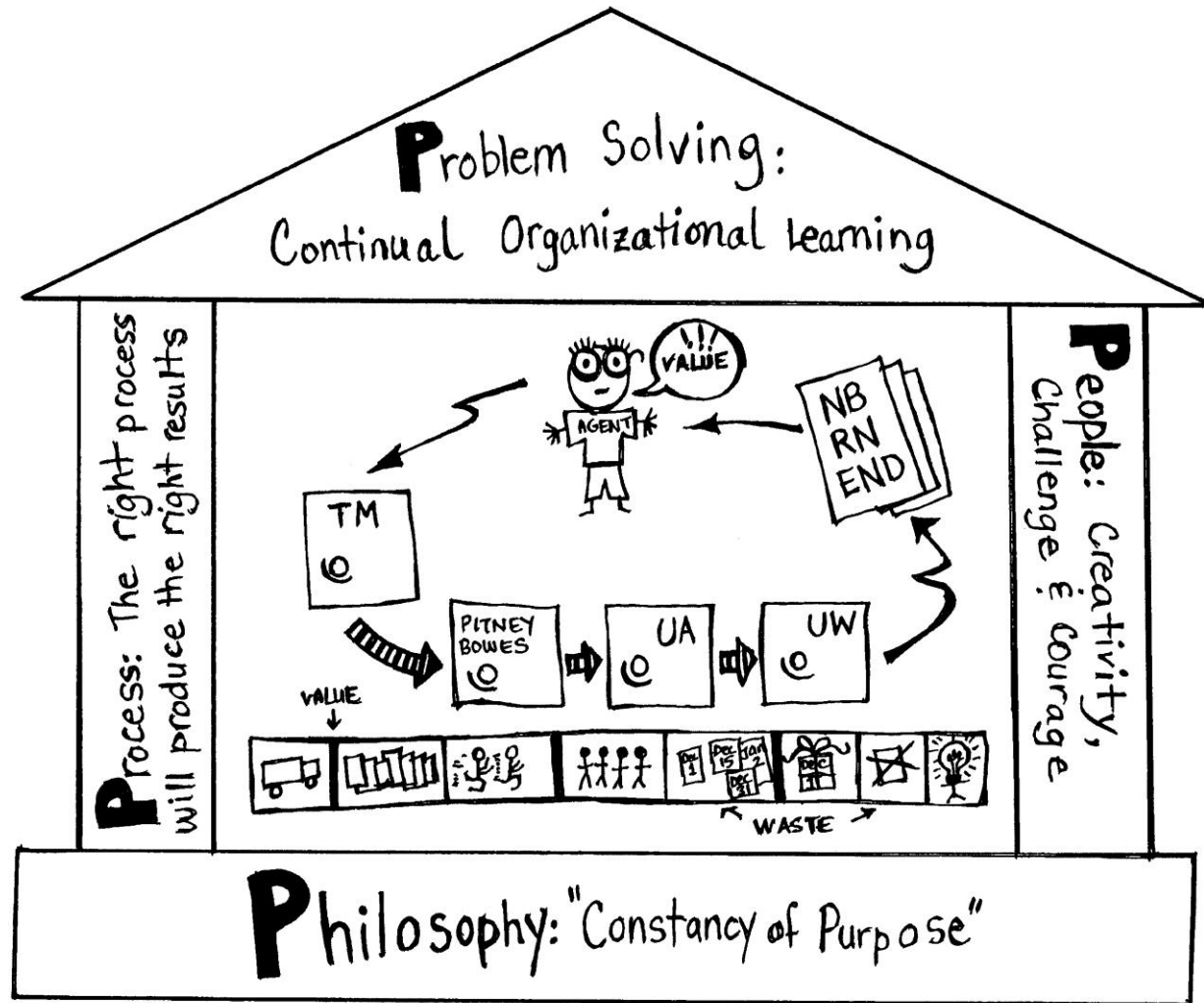
- **Practicing Artist!**

- Master's Degree in Sculpture
- Focused on creativity!

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



What We're Going to Talk About Today...



"Lean is about developing principles that are right for your organization and diligently practicing them to achieve high performance that continues to add value to customers and society"

- 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?



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)!

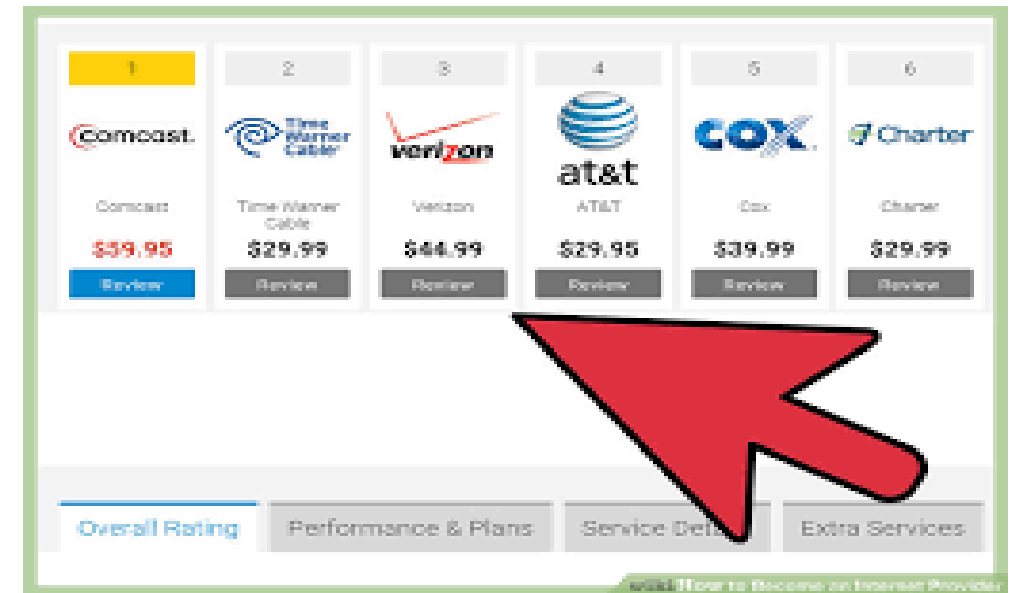








Service Excellence!
Peak Service Experiences!



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’**



1	2	3	4	5	6
					
Comcast	Time Warner Cable	Verizon	AT&T	Cox	Charter
\$39.95	\$29.99	\$44.99	\$29.95	\$39.99	\$29.99
Review	Review	Review	Review	Review	Review

Overall Rating Performance & Plans Service Details Extra Services

What's Your Turn to Become an Internet Provider?

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!**



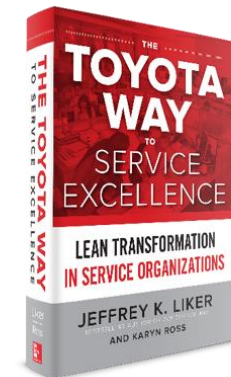
Be Creative:

Stop thinking about what we **can't** do – and start thinking about what we **CAN** do!



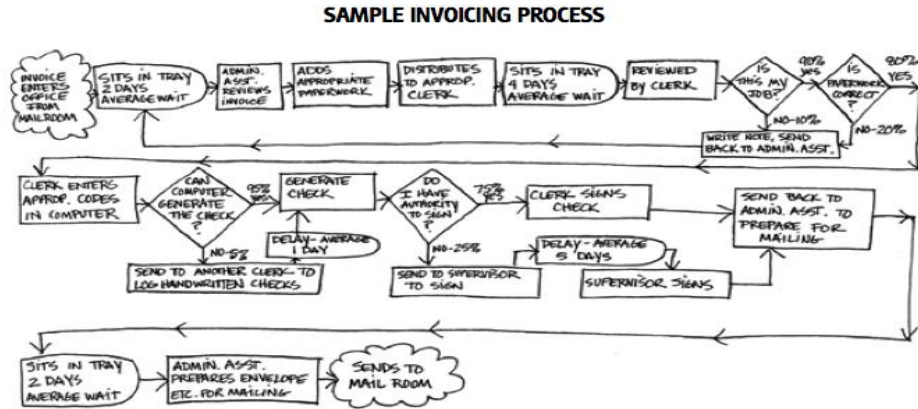
Deliver:

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



Solving Problems Or Creating Peak Services?

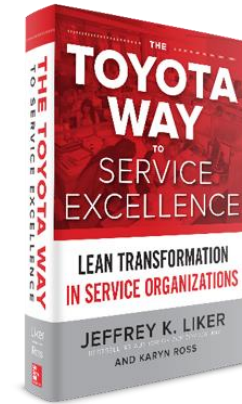
Solving Problems & Continuous Improvement



- 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

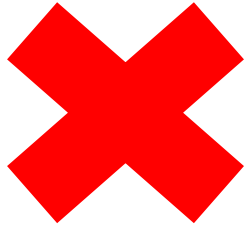


- Customer & long-term focused
- **Asks questions like:** *How can we make sure that no customer ever leaves? How can we make sure customers are always satisfied?*

“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.

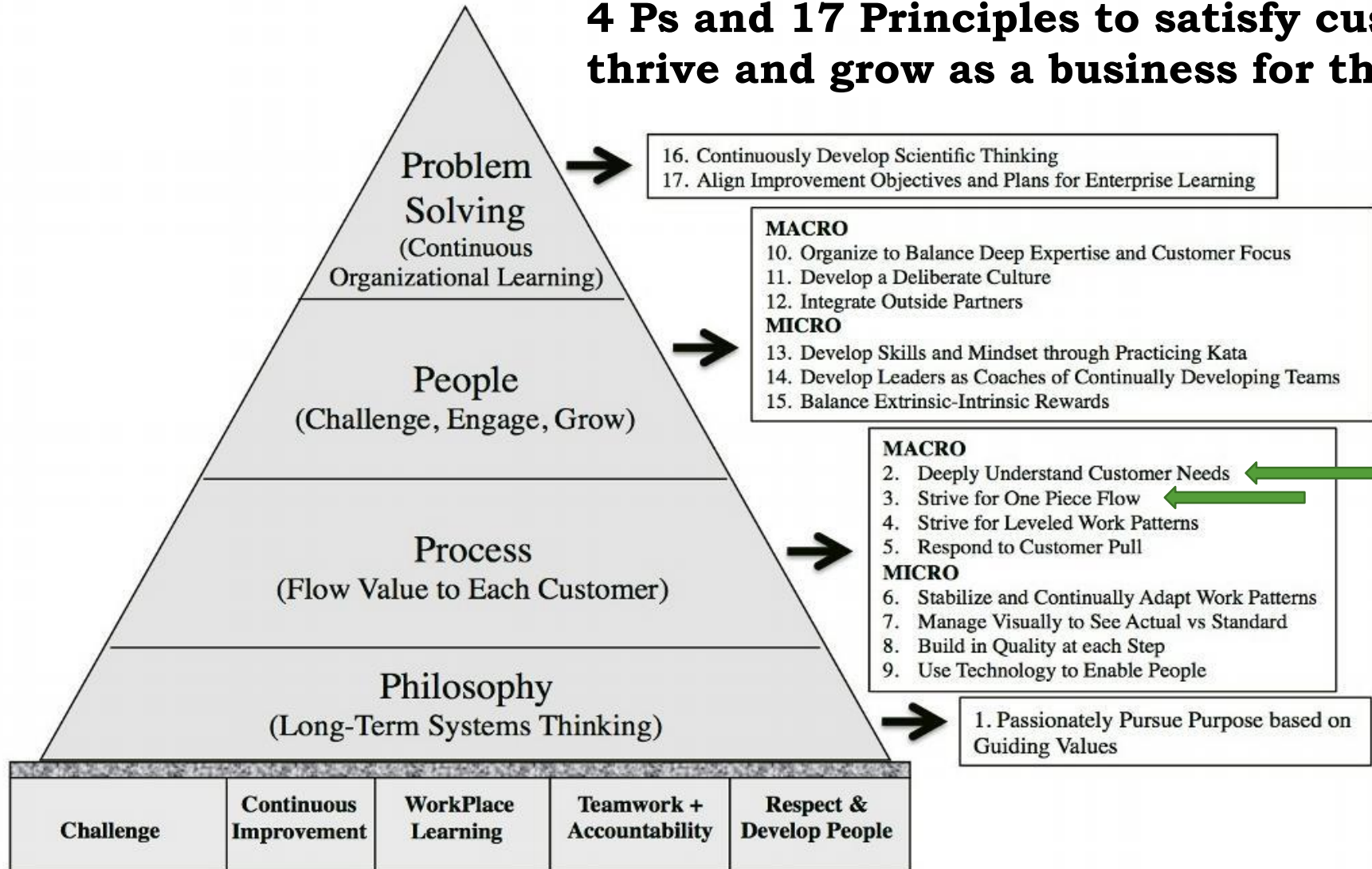
YOU are creative! (Oh yes, **YOU** are!)



The Toyota Way to Service Excellence

Figure 2.11 Service Excellence Principles in 4P Model

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

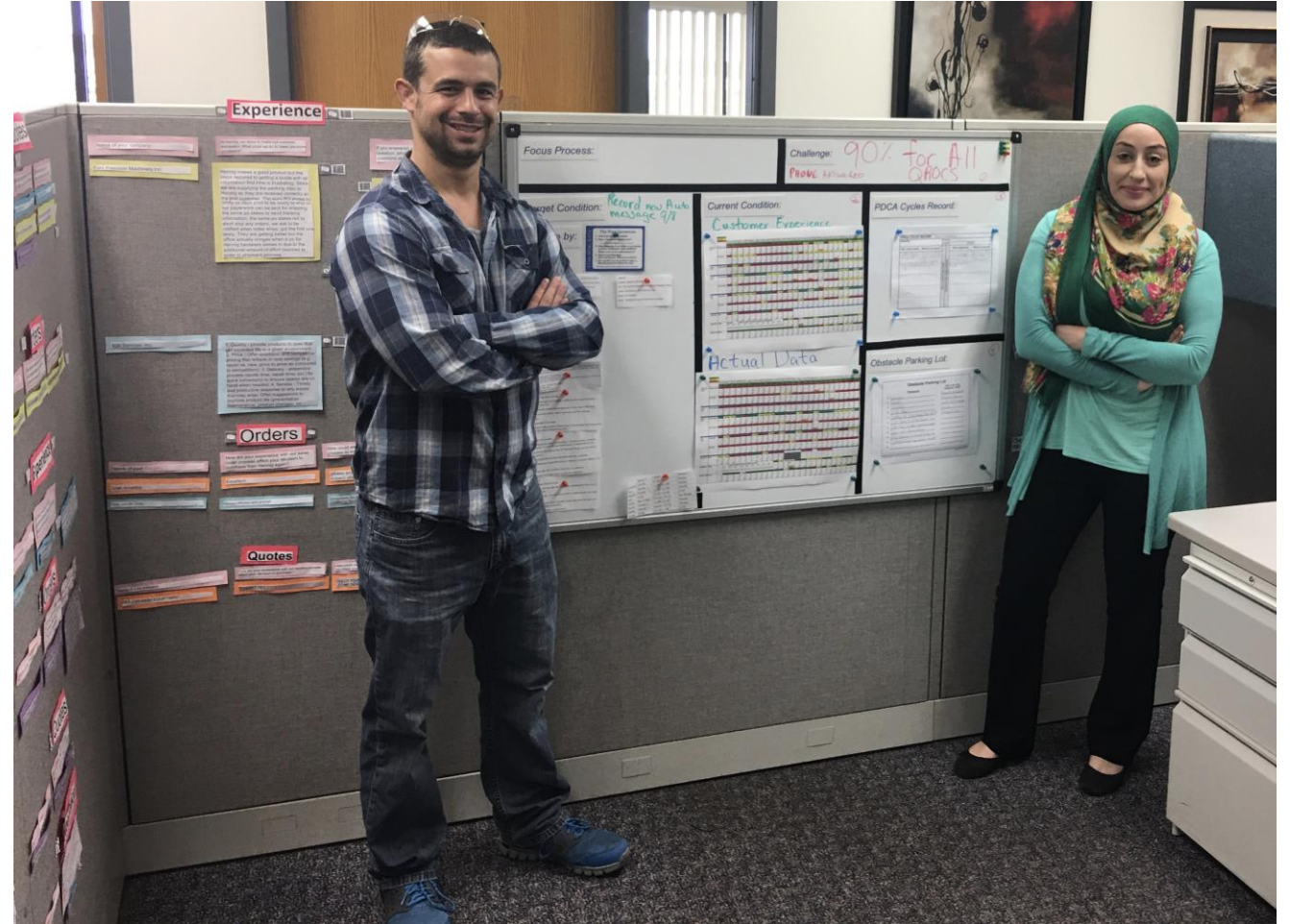
- **Vision of Service Excellence:**
“Making Our Customers Successful”

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?

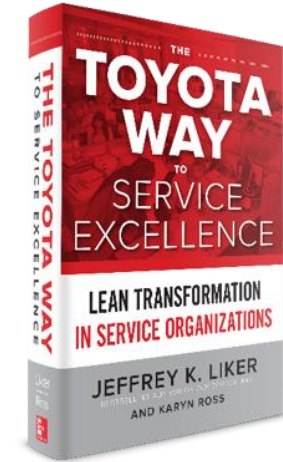
- Are they 'human words'?
- Are they 'non-human' words?
- Why does it matter?



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!**

