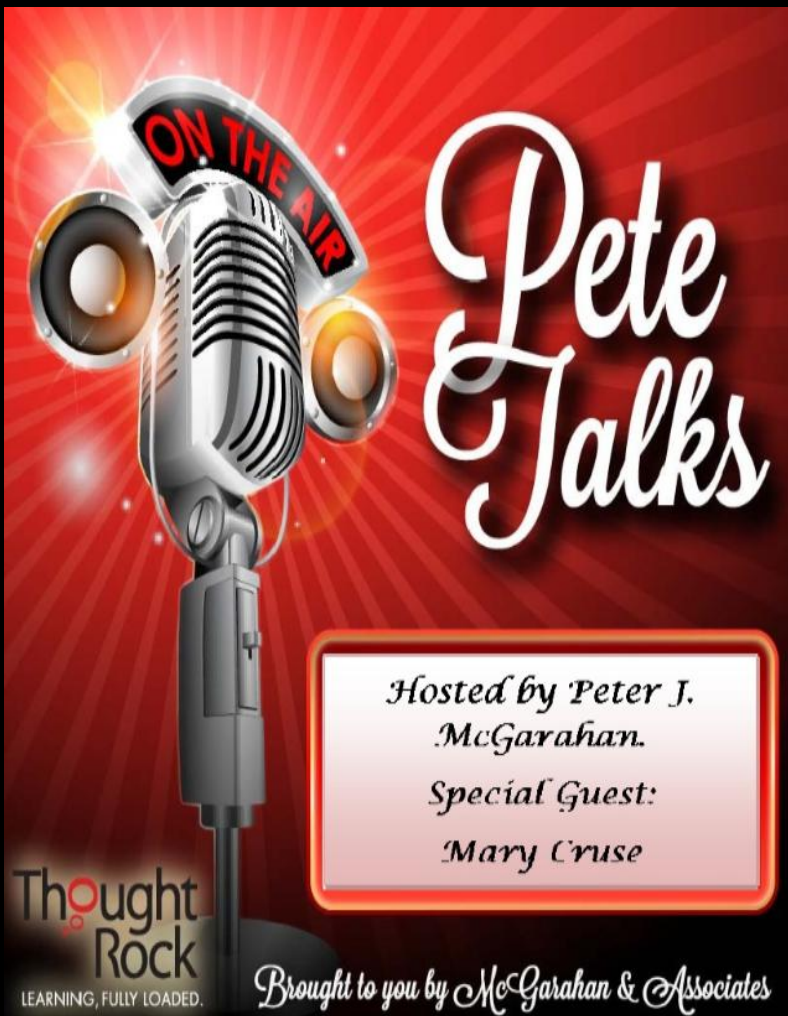


Building the Star Performer Customer Service Team



Hosted by Peter J. McGarahan.
Special Guest:
Mary Cruse

Thought Rock
LEARNING, FULLY LOADED.

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Join us as we converse with Mary Cruse, Director of Support Services for First American Title as we discuss the components and characteristics of a Star Performing Customer Service team. Learn how to build and grow a team to continuously improve and deliver quality, cost-effective customer-centric services.



Peter J McGarahan

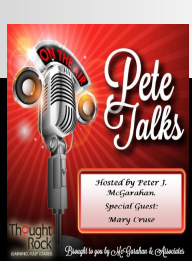


Mary Cruse

Building the Star Performer Customer Service Team

Mary Cruse is the Director of IT Customer Services for First American Title. She has a successful track record for building successful and star performing teams. She will share with us lessons learned regarding:

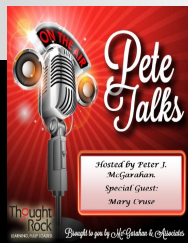
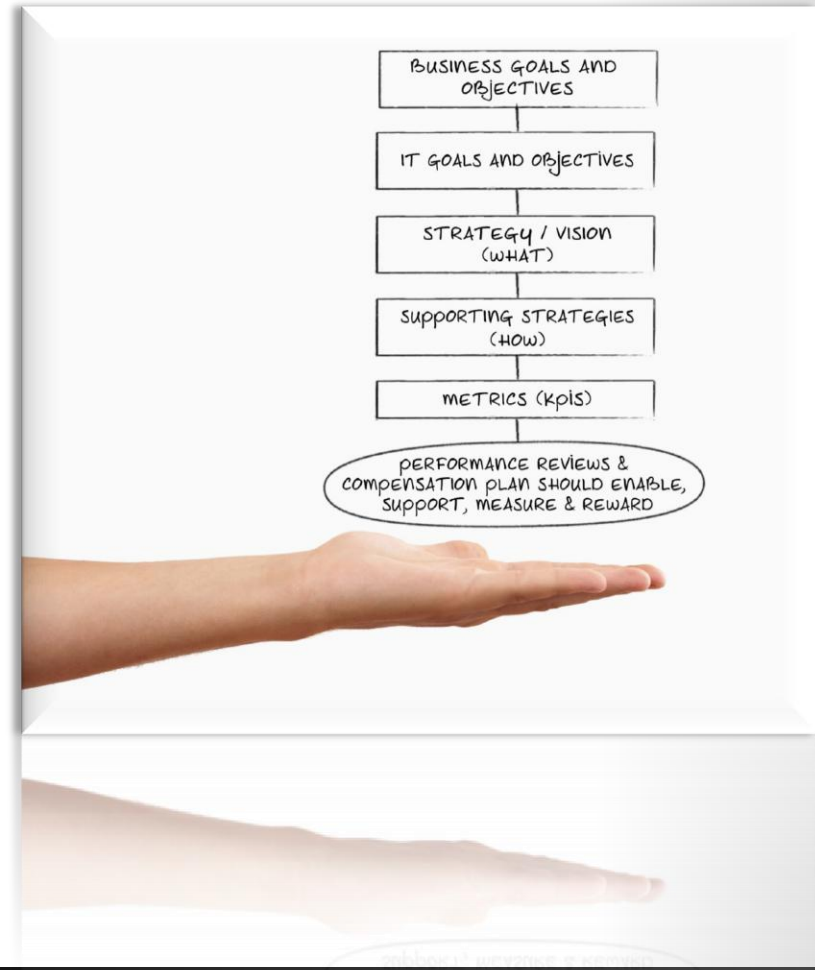
1. Mapping your scope of services to the required skills sets and ensuring these are properly addressed in your Job Descriptions and Job Ads.
2. Creating a robust, blended training program to prepare new team members to be productive and continually develop and grow existing team members.
3. Setting performance expectation by creating individual and team metrics, quality monitoring, coaching and continuous improvement.



Alignment of Service Strategy

Service leaders must allocate the right amount of time for strategic thinking and initiatives to:

1. Align goals and objectives
2. Establish directives to govern scope of services
3. Build success metrics to measure business value.



Define Your Mission

Who do you currently have on your team?

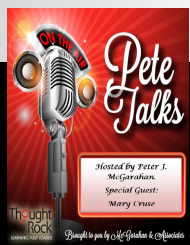
What talents/skills do they bring?

What is your behavior style mix?

Where are your “trouble” spots?

What is your Team Culture like?

Do you have any openings to fill?



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Knowledge worth sharing

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The Leadership Challenge

Back”

Challenge the process

- Search out opportunities
- Experiment

Inspire a shared vision

- Envision future
- Enlist others

Enable others to act

- Foster collaboration
- Strengthen people

• Model the way

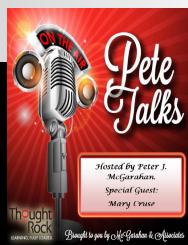
- Set the example
- Achieve small wins

• Encourage the heart

- Recognize
- Celebrate

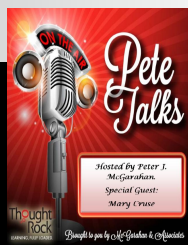
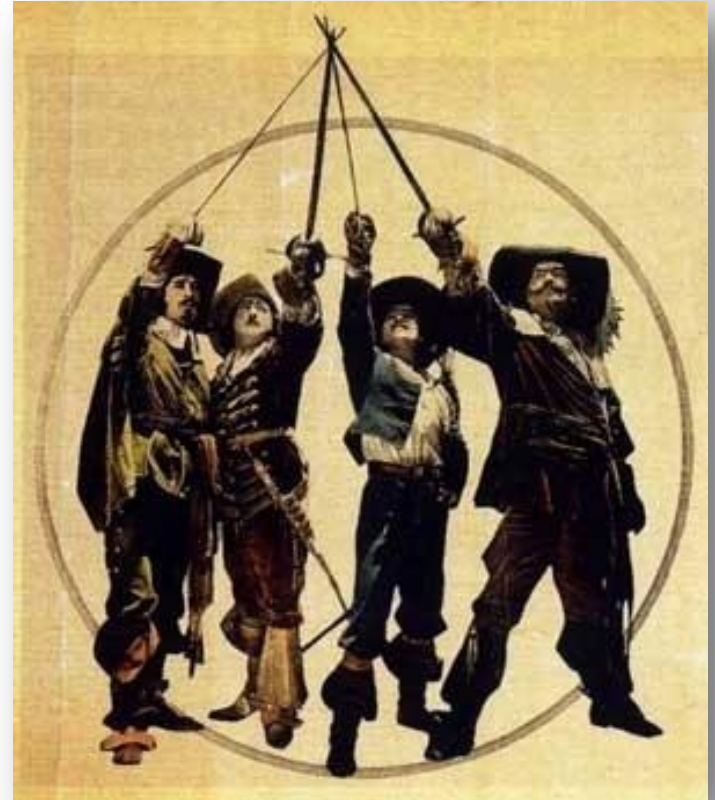


Source: *The Leadership Challenge* – Kouzes & Posner



Teaming Principles

- Provide a “Can Do” attitude
- Assume innocence
- Seek to understand
- Be prepared
- Respect each other’s time
- Trust the teaming process
- Regular communications
- Define clear goals & objectives
- Be accountable; enjoy empowerment



What Are You Looking For?

- Background
- Education
- Experience
- Technical Skills
- Soft Skills
- Behaviors

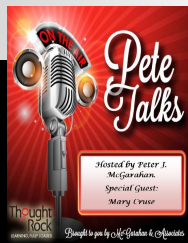
Behavior Styles - DISC²

D – Director / Dominant

I – Influencing / Interpersonal

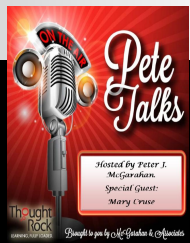
S – Steadiness / Stability

C – Conscientiousness / Control



A Good Job Description

- When was the last time you updated the job description for your Agents?
- Does the current job description bring in the candidate who meets your current needs?
- Does the current job description correctly describe what your Agents are accountable for?
- Don't like your job description, but not sure how to write a new one?



Measuring Training Effectiveness

Good

Post-Class Evaluation (1st level measurement)

- Check the reaction to the training environment, the instructor, and the materials.

Better

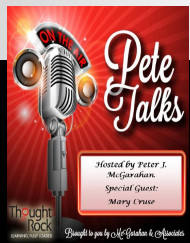
Tests (2nd level measurement)

- Used to gauge level of learning and the professional's ability to use their resources effectively.
- Should allow the professional to check their resources: notes, knowledge base, reference manuals, etc.

Best

Learning Curve (3rd level measurement)

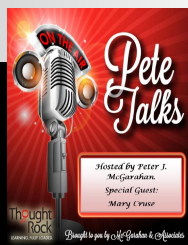
- Amount of time it takes for the professional to meet the specific standard or behavior within a specific amount of time.



Metrics / Scorecards

Scorecard Success Metrics:

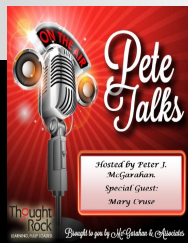
- First Call / Contact Resolution (FCR)
- Knowledge Base Utilization (KBU)
- Customer Satisfaction Index (CSI)
- Mean Time to Resolution (MTTR)
- Operational Level Agreement (OLA)
Response Time



Quality Monitoring



- Provides vital quality of service information to management.
- It records calls/screens for scheduled evaluation.
- Results are included in analyst scorecards.
- Used for coach agent on areas of improvement.
- Used to recognize professionals who are star performers.
- Ensure the delivery of consistent and professional services



Thank You For Attending!

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We'd Love To Hear From You!



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Delivering ROI by Taking Focused Actions from a Process Gap Analysis



Pete Talks

Hosted by Peter J. McGarahan.
Special Guest:
James Bolton

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In the crowded and data-driven universe of ITSM, finding the Join Pete McGarahan as he welcomes Jim Bolton, President of Propoint Solutions. Jim will be sharing his professional expertise, lessons learned and practical experience in the areas of process assessment leading to actionable improvement steps with an established ROI.

Tuesday, March 5, 2013 12:00 PM - 12:45 PM EDT



Peter McGarahan



Jim Bolton