

# LEAN Customer Service



If you excel in providing tremendous service for your valued customers, you will not only get repeat business, but plenty of new customers through referrals which will accelerate the growth of your business.

But wait a minute, this is not a startling new discovery; businesses have always acknowledged the importance of customer service. So why, then, are so few businesses renowned for their undeniably “better” service? Here’s a comparison that might help answer this question.

## Traditional Customer Service

- On the job training means “get back to work and figure it out!”
- Processes are not documented or followed (or measured)
- No internal service performance measurements or benchmarks
- Opinions (but not facts) about customer satisfaction levels?  
“wouldn’t they tell us if they had a problem?”
- Losing customers ...



## LEAN Customer Service

- Investment in skills, and in processes and tools that last.
- Documented processes that are followed and measured
- Individual performance indicators tied to department/corporate goals
- Structured and regular customer value surveys ensures perception equals reality
- Gaining market share!

*MasterKey’s LEAN Customer Service™ program is unlike any other customer service program. It aligns investments in People, Process, and Tool to increase your customer service levels, which ensures they last .*



***Interested in what MasterKey has to offer?***

*See next page for additional program details*

## MasterKey Business Solutions

T: (204) 918-0884

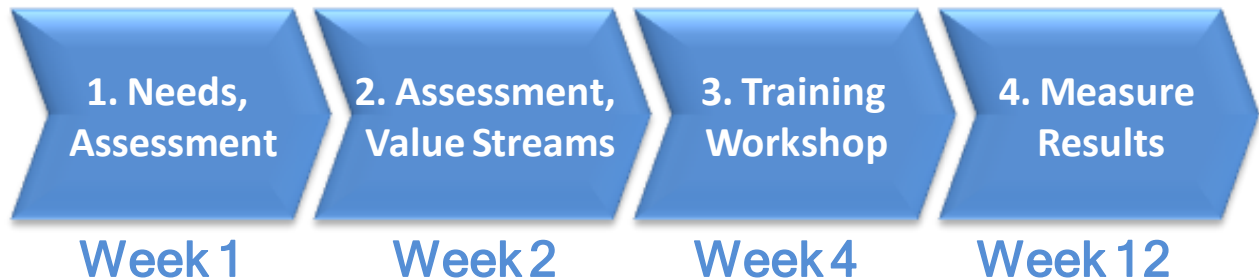
[info@master-key.ca](mailto:info@master-key.ca)

[www.master-key.ca/Solutions/CustomerService.aspx](http://www.master-key.ca/Solutions/CustomerService.aspx)



# LEAN Customer Service – Program Overview

## Typical Program Example



### Step 1 -Logistics & Survey

- ✓ Agreement in place
- ✓ Logistics determined
- ✓ Initial Survey
- ✓ Review Course Objectives

### Step 3 -Logistics & Survey

- ✓ 4 hour LCS™ workshop
- ✓ Competencies (T-U-N-S)
- ✓ Value Streams (B-I-D)
- ✓ Accountability Planning

### Step 2 - Needs & Assessment

- ✓ Develop 2-3 value streams
- ✓ Analyze initial surveys
- ✓ Integrate info into workshop
- ✓ Send training invitation

### Step 4 - Measure & Report

- ✓ Performance (Survey)
- ✓ Progress
- ✓ Barriers
- ✓ Report and Recommendations

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*See next page for workshop details*

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# LEAN Customer Service – Workshop Agenda

## I) LCS Overview



- Define your customer service **strategy**
- Learn what customers are looking for
- Overview of **TUNS** - why it works
- Overview of the 3 main value streams **B - I - D**
- Making a commitment - **Accountability**

## II) TUNS Competencies



- **TRUST** - definition, your score, how to improve it
- **UNDERSTANDING** - way beyond communication
- **NEEDS** - learn to separate wants vs needs
- **SOLUTION** - means giving options and letting the customer choose
- Putting it all together in an “easy to use” process

## III) BID Value Streams



- **BUY** - define the buyers process and mindset
- **INQUIRE** - learn to understand what they really want, and how to steer them towards a purchase
- **DEFICIENCY** - how to handle defects / customer complaints, and turn it into repeat business
- All things lead to BUY!

## IV) Accountability Contract



- 7 elements of **accountability**
- Designing your accountability **contract**
- Measuring your **commitment** (in 3 months)
- Feedback and continuous improvement
- We guarantee results .... If you promise to be accountable!

- ✓ *LEAN Customer Service Manual - All powerpoint slides, tools, handouts*
- ✓ *Student Reference Manual - The World of Customer Service 3E (Gibson)*
- ✓ *Instructor Preparation - identifying key service processes, survey*
- ✓ *Available in 2 hour, ½ day, full day learning sessions*
- ✓ *Instructor led, live or broadcast webinar*
- ✓ *Accountability plan measured - continuous improvement*

*Call or email for a free  
1 hour assessment*

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