



Miller Heiman Group™



## Service Ready™

CUSTOMER EXPERIENCE  
SOLUTIONS

*Powered by*

Miller Heiman®, Huthwaite®, AchieveGlobal®,  
Impact Learning Systems® and Channel Enablers®

BE READY TO  
CREATE CUSTOMER  
EXPERIENCES THAT  
BUILD LOYALTY.



# Great Defining Moments Drive Great Customer Experiences

Companies live or die based on how well they serve their customers. The best thrive and grow. The others stagnate or die. Period. And truth be told, if your customer service efforts are in tune with the current state of the market, they're not working. In fact, they are most likely having a negative impact on your business. U.S. brands alone lose \$41B every year due to poor customer service.

Acquiring new customers costs a company six to seven times what it costs to retain existing customers. Most companies claim that their customers are at the heart of everything they do, from marketing to sales to service. But the research simply doesn't support that belief. In fact, the gap between how well companies believe they are performing and actual customer feedback continues to increase year-over-year.

Customer service is no longer about a department; it's about your entire organization. It's the experience customers have across every engagement with your business. This includes interactions with call centers, but it also includes website visits, in-person experiences, post-service calls, discussions with accounts receivables and interactions that occur while using your product or service. It's not simply a process, or a "customer-facing department" initiative; it's a business approach.

Whether you need to overcome a specific customer service challenge, revamp your entire customer experience strategy or simply continue to improve what's already working, we can help.



## Helping You Empower Key Support Roles:

	Tech Support	▼
	Field Service	▼
	Retail	▼
	Sales as Service	▼
	Leadership	▼

# Customer Experience Backed by Strategy and Learning Solutions

Creating an effective customer service strategy isn't about building what you think will work. It requires understanding critical transaction points and customer expectations as well as the learning style that is most effective for your workforce.

## Empower Your Efforts with the Right Strategy

When we look at strategy, we diagnose across four key areas, and then we look at the core capabilities of service and help you execute a strategy that works.

SERVICE	
<b>Customer Experience</b>	▼
<ul style="list-style-type: none"><li>• Truly understand and map the client experience</li><li>• Align the client experience with changing user expectations</li><li>• Identify key transition points that drive the perception of value</li></ul>	
<b>Talent Management</b>	▼
<ul style="list-style-type: none"><li>• Profile roles to align with go-to-market strategy</li><li>• Assess talent against optimized profiles</li><li>• Align talent selection with strategy</li></ul>	
<b>Customer Experience Process</b>	▼
<ul style="list-style-type: none"><li>• Align with customer expectations</li><li>• Create consistency in actions and outcomes</li><li>• Drive adoption of process and metrics</li></ul>	
<b>Customer Experience Enablement</b>	▼
<ul style="list-style-type: none"><li>• Enable capabilities through playbooks and role-plays</li><li>• Align and optimize tools and messages to CX cycle</li><li>• Synchronize KPIs/metrics with desired CX outcomes</li></ul>	

## Empower Your Workforce with the Right Learning

Whether you are looking for in-person training, digital options, an integrated approach or a blended solution of all three that is created from your existing learning curriculum, we can ensure your workforce will learn the way they learn best.

BLENDED LEARNING		

BE READY TO CREATE A CUSTOMER EXPERIENCE THAT BUILDS LOYALTY.

[www.millerheimangroup.com](http://www.millerheimangroup.com)

# TAKE A DIFFERENT APPROACH.

Our service-ready engagement approach ensures readiness of your team to change behavior for the long term, not just a few short weeks. It provides skills, methodology and processes that ensure exceptional customer service interactions at every point along the customer journey.

Learning the art of these five components will provide you a customer experience foundation that will deliver lasting results.



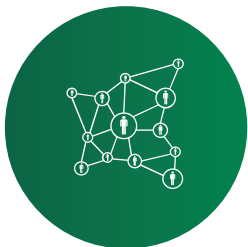
## BUILDING CUSTOMER LOYALTY

- Defines and aligns learner's role in creating positive customer experiences
- Four key customer expectations
- Defining moments
- Measures of success
- Emotional energy



## MASTERING CONVERSATION ESSENTIALS

- Provides a process and related skills for handling all types of customer conversations
- Defining customer's needs'
- Four parts of a customer-focused conversation
- Delivering unwelcome news
- Mastering the art of high-value conversations



## STRENGTHENING CUSTOMER CONNECTIONS

- Delivers key concepts to elevate the importance of each customer's unique value
- Connecting with your customer
- Guidelines for exceeding a customer's needs
- Projecting a willingness to help
- Choosing positive language



## NAVIGATING CHALLENGING SITUATIONS

- Provides skills and techniques for diffusing and resolving escalated situations
- Listening non-defensively
- Eight defusing skills
- Selective agreement
- Five resolving skills



## EXPLORING DIGITAL COMMUNICATIONS

- Explores growing importance of digital communication channels and impact of social media
- Communication channels in use
- Creating successful digital communications
- Projecting a professional tone
- Analyzing social media: case studies

# BE READY SOLUTIONS

The Be Ready family of solutions provides insight and expertise across all functions of your business to ensure each employee is ready to perform in every situation. Whether your need is in sales, service, learning, talent, strategy or insight, it all works together as an end-to-end approach across your business. Start small or take a larger journey with us—the choice is up to you based on the challenges your business is facing.

Service Ready is a critical component to the success of your business. After all, no business can survive without customers—and the happier they are, the more your business thrives, on every level. We can help you be service ready by ensuring customer expectations are aligned to business process and talent, and every employee who interacts with a customer is ready to perform.

## Sales Ready

Developing sellers with the most comprehensive skills and methodology programs on the market

## Talent Ready

Identifying and keeping talent that drives performance

## Strategy Ready

Utilizing consulting expertise to drive measurable performance

## Service Ready

Creating customer experiences that build loyalty

## Learner Ready

Leveraging multiple solutions to design your learning experience

## Insight Ready

Turning data into measurable change

### Sales Ready™

Professional Selling Skills®  
SPIN® Selling Conversations  
Conceptual Selling®  
Strategic Selling®  
Large Account Management Process<sup>SM</sup> (LAMP®)  
CRM Ready  
Sales Leadership

### Talent Ready™

Sales Skills Assessments  
Predictive Assessments

### Strategy Ready™

Sales Effectiveness  
Organization Design and Coverage  
Talent Management  
Compensation and Incentives  
SalesSystem™ CQ  
Sales Enablement

### Service Ready™

Building Customer Loyalty  
Mastering Conversation Essentials  
Navigating Challenging Situations  
Exploring Digital Communications  
Service Ready for Technical Support  
Coaching to be Service Ready

### Learner Ready™

Instructor Led Learning  
Digital Learning  
Integrated Learning

### Insight Ready™

Comprehensive Benchmarks  
Digital Memberships  
Advisory Services

Be  
**READY**  
SOLUTIONS™



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