

Becoming a 'World Class' Service

Baseline

Technically competent you get on with your job not really understanding the importance of what you do or how what you do contributes to the business. Customers are there to be serviced with the correct technical information and no more. Handling difficult customers can cause upset and there can be an atmosphere of some blame when things do not go your way or you take sides with the customer and not the team and organization. Building rapport with customers and understanding their needs is not a priority for you.

Emerging

You do recognize that the customer is important and yet find it difficult to empathize with different customers and their needs. You get on with your work and are successful at hitting targets and call volumes. You do understand that great customer service is important and yet do not always offer this full service due to call volumes and time. Some lack of belief in products and the direction of the organization can mean that you become negative at times.

Best in Class

You have high energy and are keen to deliver good customer service using your people skills first before technical data. You want to understand the customers' needs and offer a high level of service. You maintain professionalism and have a high level of business acumen. The needs of your team members are understood and that of the organisation. You balance the need to work steadily through a high volume of calls against the quality of service you give and the experience you want each customer to have.

World Class

Understanding the importance of your role and the impact that you have, you seek out further development on any thing that will advance your ability to fulfil your role. There is no doubt that you are technically proficient and your knowledge is high with a high level of business acumen. Your interpersonal skills are second to none. Your energy is positive and leads others to be the same. Going the extra mile for the customer is something you do with ease. You focus on the 'Can do' of your job and are always professional, efficient and assertive in your work. You are clear on your own purpose and that of the team and the organisation.