

# Strategy Design

## Contact Centers • Service Desks • Shared Services

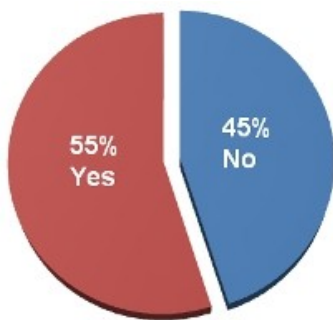
### Improve Customer Service Through Operational Focus and Direction

**A Good Customer Service Strategy Provides a Clear Roadmap that Defines the Actions to Achieve the Identified Mission.**

Customer Service industry research shows that organizations with a reputation for service excellence have on average:

- **24% higher net profit margin**
- **can achieve up to 71% more profit per employee**

**Develop and implement a Customer Service Strategy and your organization will become even more effective!**



**55% intended to conduct a business transaction or make a purchase but decided **Not To** based on a poor customer service experience<sup>1</sup>**

1. 2012 Global Customer Service Barometer from American Express

### Managing a Customer Service Organization is Complex

Many companies today still consider customer service organizations just a “cost center”, even though they deem customer loyalty, satisfaction, retention and spending very important issues. Most customers base their opinions about a company on their experience and treatment. While marketing, advertising and partner relationships strive to inform customers, customer service organizations provides a direct, two-way and sometimes live voice in that experience

Customers expect and demand a high level customer experience from companies they do business with, as well as seamless interactions across multiple touch points or contact channels.

Customer service organizations must address how to cost-effectively deliver high levels of customer service that consistently meet increasing customer expectations, manage increases in the number of customer interactions and while meeting or exceeding specific operational goals.

For Customer Service organizations to be successful their strategies and goals must link and build on each other and the company strategies to support the company mission and vision and adhere to defined values.

Strategies can be broadly defined as key approaches the organization will use to accomplish its mission and drive toward the vision. Goals and action plans usually flow from each strategy.

### Expected benefits of a well defined and communicated Customer Service Strategy

- Operational goals that match the business mission and vision
- A customer focused orientation throughout the organization
- Increased satisfaction and loyalty of existing customers
- New customers acquired with a defined customer service delivery model
- Improved overall service performance and capability
- Consistency across service channels and touch points
- Enhanced image and competitive standing in the market

### Strategy Gets You Where You “Want To Be”

An important thing to know about strategy is that it will need to be adjusted over time – in small increments or major revisions. Strategy adjustments are necessary due to changes in business conditions, markets, competition, consumer preferences, technology and many other factors. If your strategy remains fixed, your organization will not keep up with customer expectations or market changes. Strategy is the roadmap to achieve your vision and reach your goals, guided by your values.

### Customer Service Strategy

development pays dividends when approached in a disciplined systematic process with top-down support and direction and bottom up input and analysis.

The **Customer Service** strategic statement must be in agreement and alignment with the overall Business Strategy and those of other operational groups.



**LCI will assist clients in developing and deploying a high quality Customer Service Strategy that provides positive business impact.**

#### About Lauro Consulting, Inc.

*The mission of LCI is to be a leader in providing business and technology solutions to the customer service industry.*

*With a wide range of capabilities, LCI offers clients the solutions they need to improve their customers' service experience and improve operations.*

*LCI works closely with its clients to understand their needs and provides real world experience its clients.*

*LCI is vendor-independent, delivering solutions that best meet each client's unique customer service requirements.*

#### LCI

**1041 Regal Manor Way  
Sun City Center, FL 33573  
LauroConsulting.com  
mlauro@lauroconsulting.com**

### Developing or Updating Customer Service Strategy

LCI utilizes industry experience and knowledge of best practices to assist you in shaping or updating every facet of your Customer Service Strategy — customer needs, contact channels, business processes, technology infrastructure, operational alignment, service goals, performance metrics, and cost impacts.

We use a collaborative process that includes input from organization leaders within Customer Service and other cross functional groups to help clarify the Customer Service organization's role and identify key factors that drive success.

Our process follows a systematic approach that addresses:

- Understanding your corporate strategy fully and in detail
- Defining your understanding of the Customer
- Understanding current state of your Customer Service Organization
- Identifying desired future state of your organization in alignment with corporate strategy
- Developing or updating key components of your Customer Service Strategy

Working with LCI, our clients can achieve the benefits of a well defined and corporate aligned Customer Service Strategy by:

- Responding to Customer's Needs and Wants
- Building Customer Relationships
- Improving Service Reliability and Delivery
- Appropriately Utilizing Self-Service
- Improving Consistency Across Service Channels
- Lowering Costs and Reducing Complexity
- Meeting Service Levels and Key Metrics
- Relating Performance to Business Results
- Hiring and Retaining Employees
- Utilizing Employees Strategically

### Deploying Customer Service Strategy

The key parameters and components of the Customer Service Strategy serve as inputs to develop and deploy the appropriate solutions. Thus, LCI enables a comprehensive delivery of Customer Service Strategy as well as solutions deployment. LCI will assist you with either general or specific assessments of your customer service organization that can provide a roadmap for improvement. Our roadmaps are tailored to meet your specific needs and ensure that the pace of change will achieve the desired benefits while addressing your concerns relating to risks, financial constraints and your organization's capacity for change.

For more information on how we can help your organization develop or improve its **Customer Service Strategy**, please contact:

**Michael V. Lauro at 908-489-6348 or e-mail at mlauro@lauroconsulting.com**