

Chapter 2: The Team

Building a team committed to service

- Employees are your brand ambassadors - having well-trained employees that are responsive to customer needs can improve customer satisfaction dramatically.
- A customer-centric culture must start from the leaders as employees treat their customers based on the cues they get from leadership.
- To ensure that employees function as your desired brand ambassadors, it is important for the company to consider every aspect of integrating and investing in its staff.
- Identifying a set of relevant service competencies can guide how you hire, train and recognise your employees.
- It is critical to hire people with the desired behavioural qualities, rather than training someone to acquire such qualities.
- A seamless orientation programme can help new hires integrate into the company culture. As a result, they will feel more confident and better equipped to handle customers.
- It is important to constantly identify new technical and soft skills capabilities for your employees to acquire to better serve your customers.
- Regular coaching is an important part of on-the-job training and staff development.
- Good customer service and high performance should be celebrated to keep the momentum in motivating employees to strive for great service.
- Sharing positive feedback and recognising the employee's performance can motivate your employees to continue to keep up their levels of service performance.