

Mennel

THE MENNEL MILLING COMPANY

Customer Experience Excellence

BRAD CLEVELAND • LAURA GRIMES • DEBBIE HARNE

Topics

- **Customer Experience: Key to the Future**
- **Define and Communicate Your Vision and Goals**
- **Shape Your Customer Access Strategy**
- **Focus on the 7 Aspects of Service Delivery**
- **Strengthen Cross-Functional Communication**
- **Build Key Processes / SOPs**

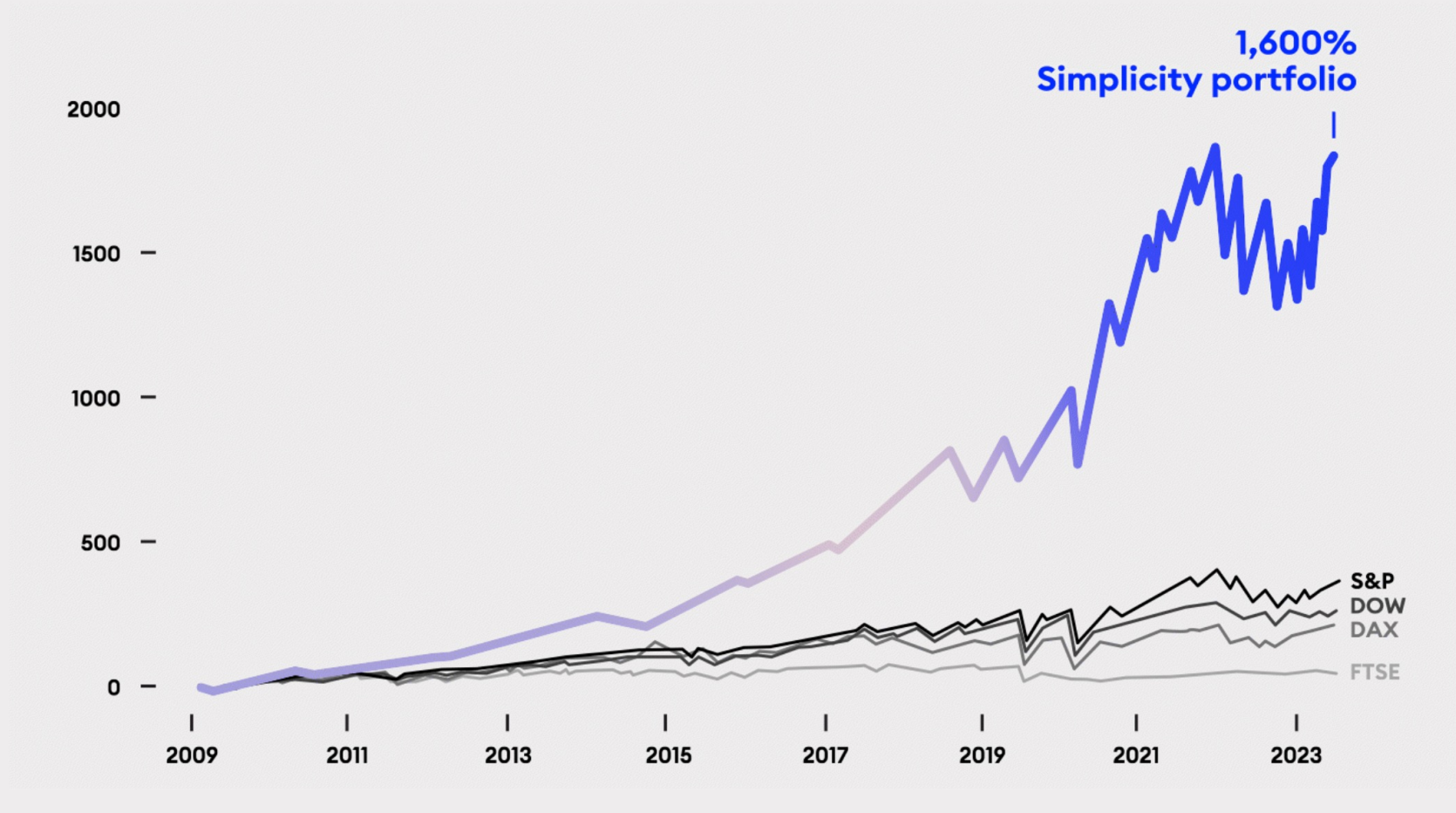
Customer Experience: Key to the Future

Customer Experience

Customer experience is everything a customer hears about The Mennel Milling Company, every interaction they have with us and our products and services, and ultimately, *how they feel* about our company.

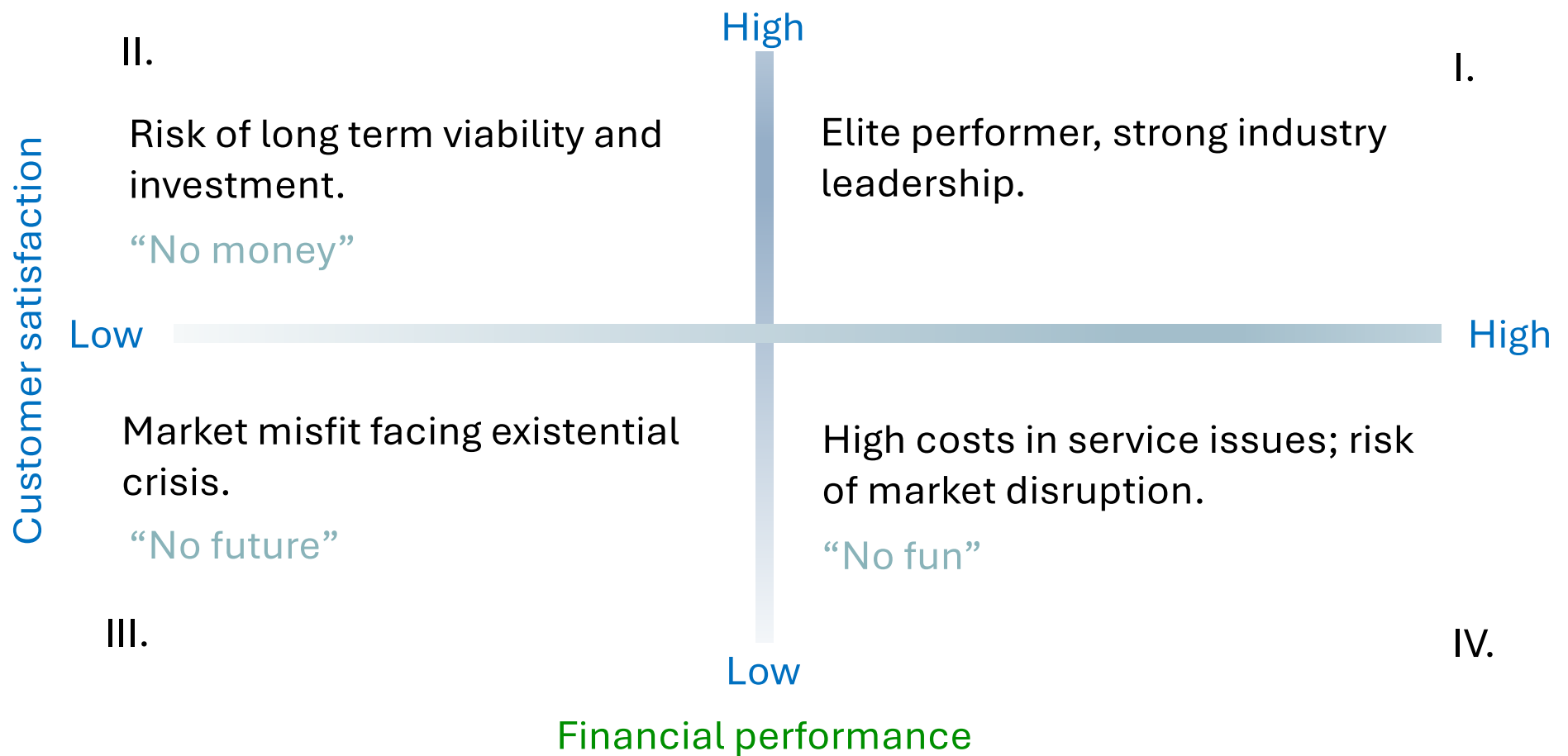
Source: Leading the Customer Experience

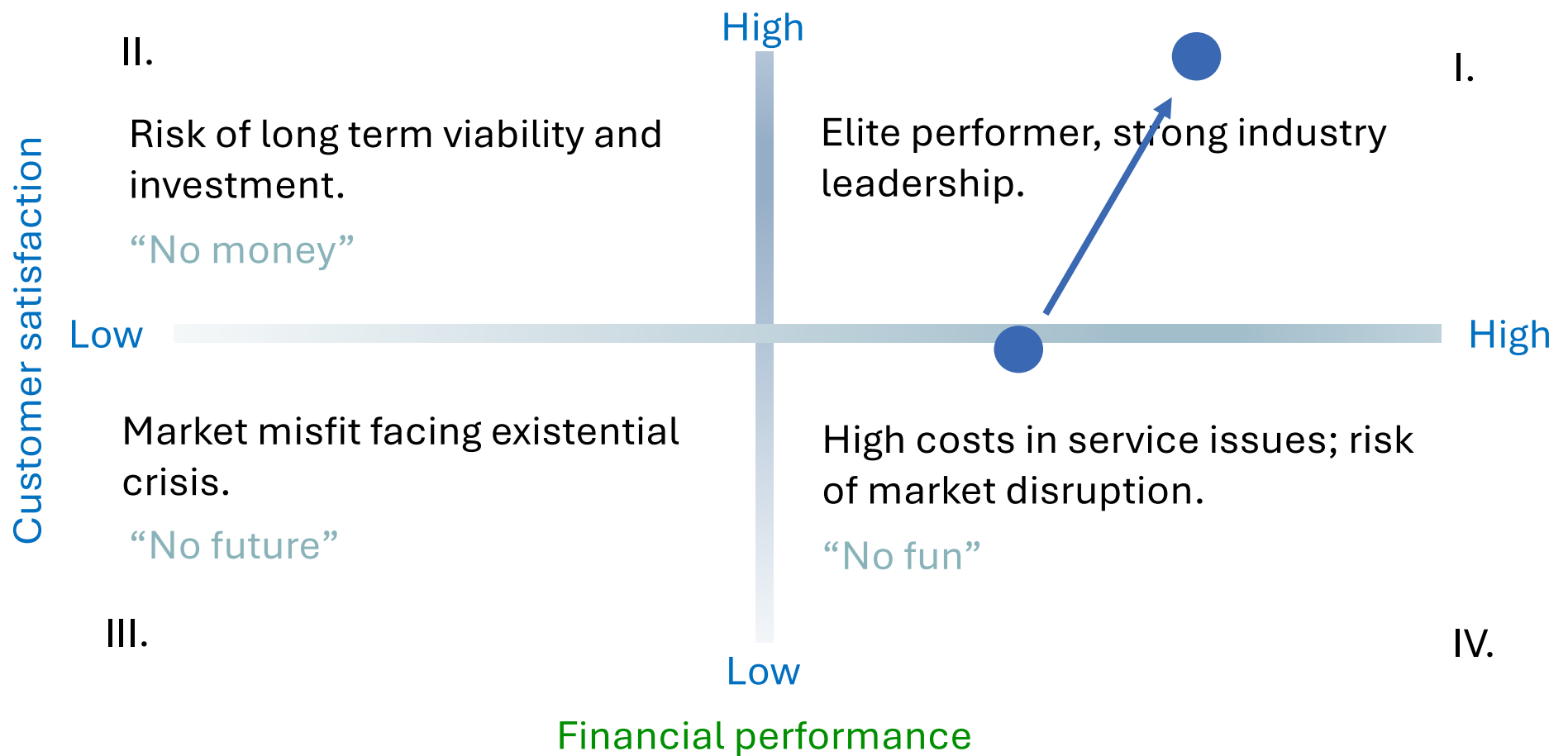
Simplicity performs



Source: Siegel+Gale

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Returns on Improvements (ROI)—the good stuff

- Customer loyalty
- Brand promotion
- Operational improvements
- Product and service innovation
- Employee engagement

Costs of Inaction (COI)—the bad stuff

- Customer defection
- Brand damage
- Recurring problems
- Compliance, safety, legal issues
- Employee dissatisfaction

POWER TIP

Ask each person if there are requirements in their jobs that are at odds with doing what's best for customers. Work hard to fix them.



**Recommendation #1:
Define and Communicate Your Vision and
Goals**

The picture
that went viral




Engagement: Global Workforce



23%
Engaged



62%
Not Engaged



15%
Actively Disengaged

Source: Gallup

CENTERED

POWER TIP

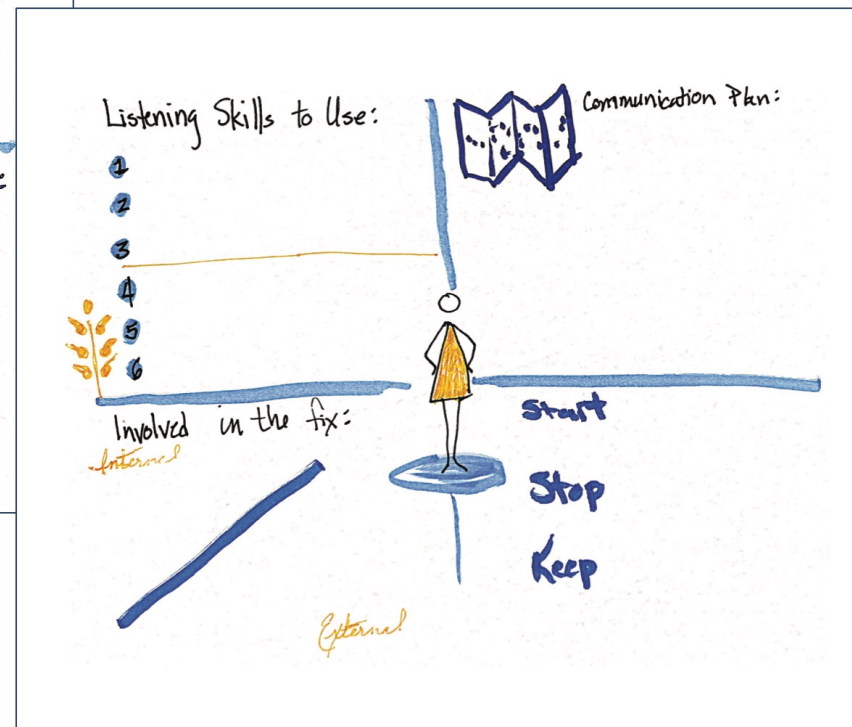
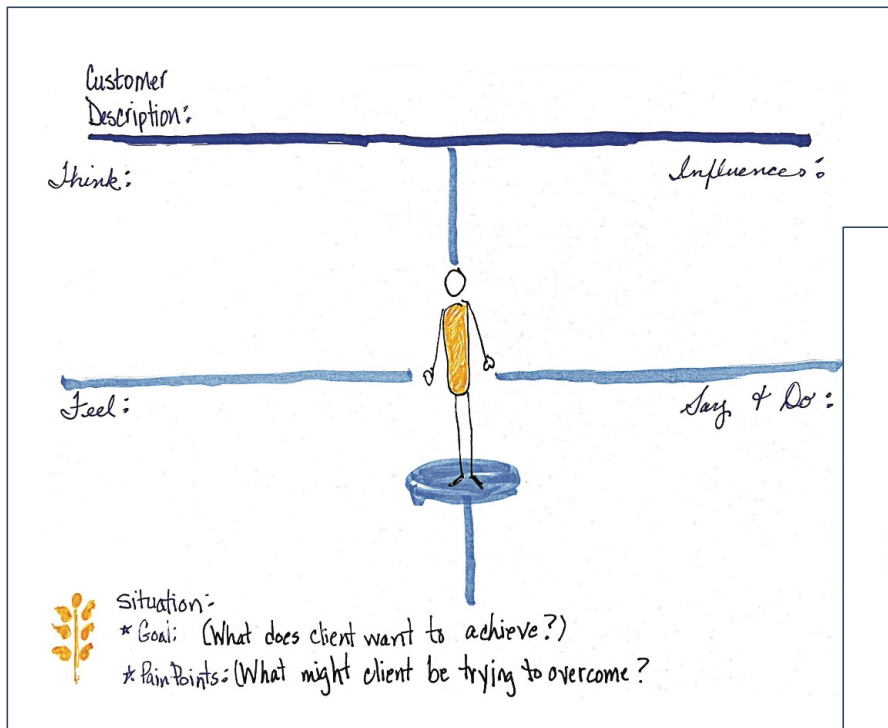
*Ensure every employee can
pass the “hallway test”*



Recommendation #2: Shape Your Customer Access Strategy

Customer Access Strategy—10 Components

- Customers
- Interactions
- Access alternatives
- Hours of operation
- Service level/response time
- Routing
- People/technology
- Information required
- Analysis
- Guidelines for bringing on new services/customers/mills/products



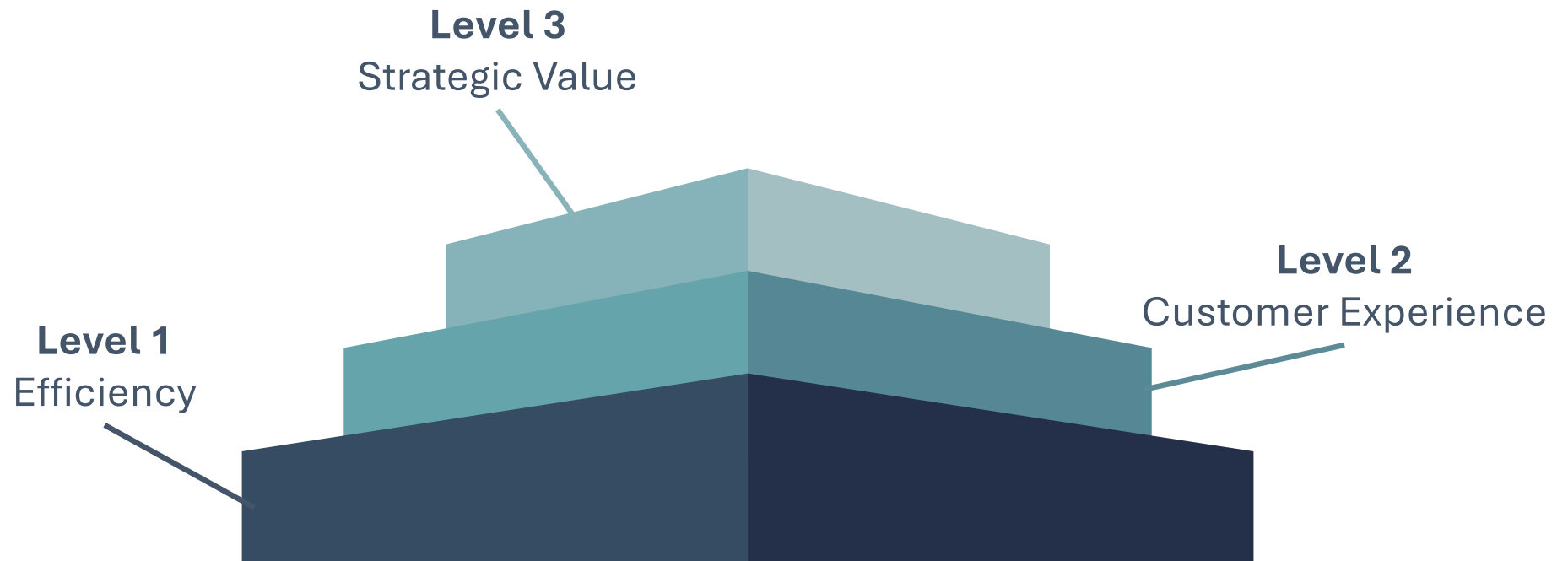
POWER TIP

Challenge each person in sales and customer service to memorize the 10 components—and be able to refer to them in decisions. (Make this fun!)



Recommendation #3: Focus on the 7 Aspects of Service Delivery

Three levels of value



7 Key Aspects of Service Delivery

7. Strategic Value	
6. Customer Satisfaction	
5. Employee Engagement	
4. Quality	
3. Service Level/Response Time	
2. Schedules	
1. Forecast	

POWER TIP

To identify the biggest opportunities, compare and contrast customer feedback and employee feedback



Recommendation #4: Strengthen Cross-Functional Communication

“The art of communication is the
language of leadership.”

-James Humes

75%

of cross-functional teams are dysfunctional, according to a *Harvard Business Review* study by Behnam Tabrizi, with the perennial problem being communication. The upside? Getting this right (or even mainly right!) represents a significant opportunity to differentiate and become an industry leader.

10 Customer Expectations (Service Interactions)

1. **Be accessible** *(in the channels I prefer)*
2. **Treat me courteously**
3. **Be responsive to** *(and anticipate)* **what I need and want**
4. **Do what I ask promptly**
5. **Provide well-trained and informed employees**
6. **Tell me what to expect**
7. **Meet your commitments and keep your promises**
8. **Do it right the first time**
9. **Follow up**
10. **Be socially responsible and ethical**

Communication Challenge: _____

Who – Identifies the person or group involved.

What – Defines the action, event, or information in question.

Where – Establishes the location or channel.

When – Specifies the timeframe.

Why – Explains the reason.

POWER TIP

*Celebrate the small wins—
they are the “molecules
of results”
(Dr. John Kotter)*



Recommendation #5: Build Key Processes / SOPs

A

Awareness - Of the need for change

D

Desire - To participate and support the change

K

Knowledge - On how to change

A

Ability - To implement required skills and behaviors

R

Reinforcement - To sustain the change

Source: Prosci

Best Practices for Developing SOPs

POWER TIP

*The best SOP is the one
people actually use—field
test to keep it simple,
clear, and practical.*



THANK YOU!