



**Product Professional Marketing International™**

*The key of your success*

**Our Way To Thinking**

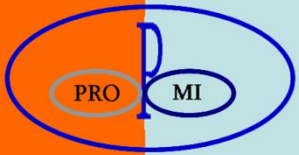


- ✓ *Effectivity*
- ✓ *Efficiency*
- ✓ *Innovativity*
- ✓ *Sustainability*

*We help you to  
increase your  
business*

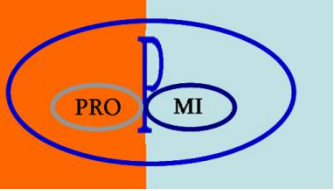
**Marketing – Distribution – Sales – Communication**

- ✓ Consultancy & Strategy
- ✓ Telemarketing
- ✓ Promotion Marketing
- ✓ Channel Marketing
- ✓ eMarketing
- ✓ Relationship Marketing
- ✓ Brand Marketing
- ✓ Business development



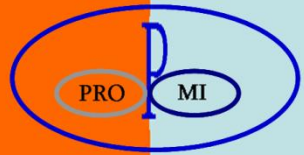
# CUSTOMER SERVICE AS STRATEGY TOOL FOR SUSTAINABILITY.

1. Definition of Terminologies
2. What is customer service excellence?
3. What is the Services Profit Chain?
4. CSR – Responsibilities/ - Abilities.
5. What is needed as skills and experiences?
6. Contact details.



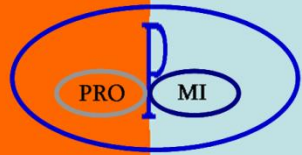
# PROPMI Introduction

**Actually our aim is to give you a better understanding of the customer service strategy and in order to help you to increase your customer satisfaction, retention and loyalty, therefore to increase your ROI and ROMI as well your CLV.**



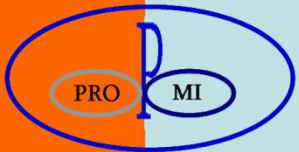
# Definition of Terminologies

- **Customer Service:** a wide or large variety of activities projected to ensure that customers receive the goods and services they require to satisfy their needs or wants in the most effective and efficient manner possible.
- **Customer-Oriented Management (Customer Orientation):**  
a management philosophy or state-of-mind in which it is recognised that the effective and efficient satisfaction of customer needs and wants provides the surest means of achieving the organisation's own goals.
- **Customer loyalty:** describes the tendency of a customer to choose one business or product over another for a particular need. (Relationship Marketing or Database Marketing or Permission Marketing or CRM) All of the above approaches have two elements in common - they increase both customer retention and lifetime value of customers (CLV).
- **Customer Retention:** maintaining the existing customer base by establishing good relations with all who buy the company's product.



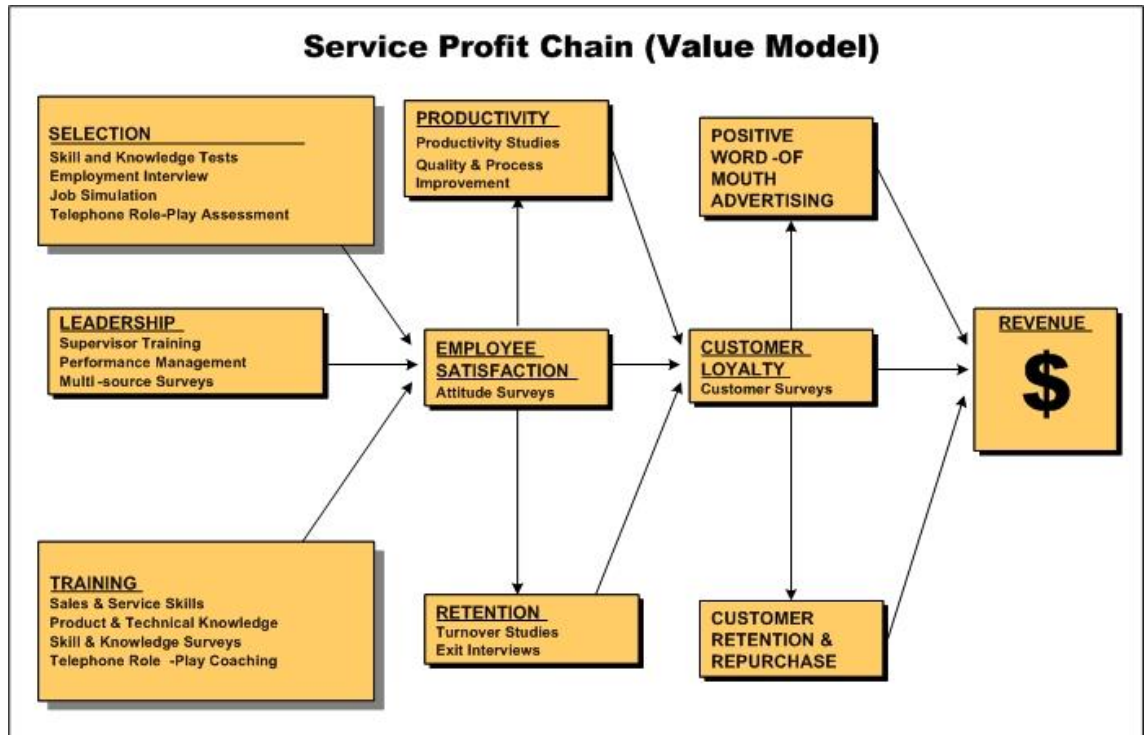
# What Is Customer Service Excellence?

1. Staff engagement and involvement in motivated for continuous service improvement (CSI)
2. Analysis and recognition of service 'gaps'
  - ✓ The difference or gaps between customer potential and management perceptions of customer potential
  - ✓ The difference or gaps between management perceptions of customer potential and service quality specifications
  - ✓ The difference or gaps between service quality specifications and the service actually delivered
  - ✓ The difference or gaps between service delivery and what is communicated about the service to customers
  - ✓ The discrepancy between customers' expectations of the service and their perceptions of the service performance
3. Development and transparency of service 'Standards', or 'Promises' to customers
4. Consistency across the business
5. Sustainability after the initial “phone call or buzz”
6. Regular monitoring and accurate measurement of performance

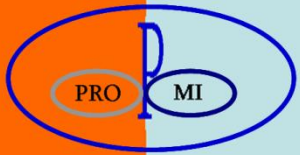


# Profit Value Center

- SPC has to be monitor continuously
- High employee Satisfaction and retention
- High customer retention and loyalty
- High revenue

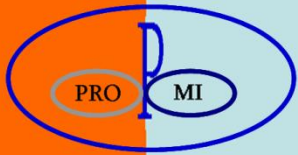


Continuous Performance Monitoring



# CSR-Responsibilities 1

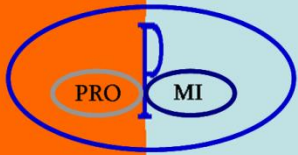
- First point of contact for prospective customers to our client's business.
- Receiving inbound calls and making outbound calls
- Working within a small client based team with the full support of a Team Leader
- Supporting team members with product training, on-going development and coaching.
- Display achievement of key competencies as set out in the Quality Programme (Listening / Questioning skills etc).
- Ensure that you meet or exceed 85% on call quality as set out in the Quality Programme, and have a data capture error rate of less than 5% per month.
- Display understanding and knowledge of the client's products and services.
- Be fully conversant with, and adhere to all company client policies and procedures.



## CSR - Responsibilities 2

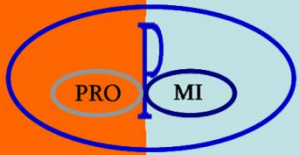
- Ensure problem incidences are reported daily to the team leader
- Identify recurring customer service and/or process issues and provide feedback to the team leader for process improvement
- Share information with team members and actively contribute to team meetings
- Escalate any customer complaints/issues to the Team Leader in a timely and efficient manner
- Provide administrative support to the team administrators with administrative duties, data entry, payments, event registrations
- Highlight ideas for continuous improvement throughout the business
- Promote customer service
- Maintain and enhance company group's impression with both Client and customer
- Prepare for quarterly appraisal meetings with Team Leader and Contact Centre Manager.





## CSR - Abilities

- Team player, consistently in tune with the aims and objectives of the team, works towards team goals and supports other team members
- Role Model, acts in the interests of the Ion Group demonstrating company interests and values
- Interacts with others in a sensitive and effective way. Builds constructive and effective relationships, uses diplomacy and tact, can diffuse even high-tension situations comfortably
- Maintains effective work behaviour in the face of setbacks or pressure
- Can effectively cope with change, can shift gears comfortably, can decide and act without having the total picture
- Pursues everything with energy, drive and the need to finish, seldom gives up before finishing, especially in the face of resistance or setbacks
- Is personally committed to and actively works to continuously improve him/herself;
- A relentless and versatile learner, open to change, analyses both successes and failures for clue to improvement, enjoys the challenge of unfamiliar tasks.



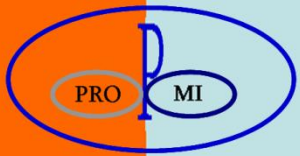
## Skills/Experiences needed

- Must be able to work on own initiative
- Ability to communicate clearly by telephone & email is essential
- Able to think on their feet
- Excellent conversational skills – clear, fluent, concise, can build rapport
- Well-developed listening skills and ability to multitask & use own initiative.

**How Can We Help You To Improve Your  
Customer Services Capability Maturity?**

**Where can we start?**

Contact us .....



## Contact Us:

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