

Seven Strategic Goals for Exceptional Customer Service



Bonus companion workshop
template to the book
Happy R.A.V.I.N.G. Customers!
by Carol Buehrens



About the book...

“WOW. Just read the book and Carol Buehrens ‘gets it’. The statement that Customer Experience is a strategy, not a project is spot on. Any Company who really knows that Customer Experience drives profit must read this book. And if you know a Company who doesn’t get it, then they really need to read and embrace the R.A.V.I.N.G. approach.” ... [[Read more reviews](#)]

– Teresa Laraba, Senior Vice President Customers
Southwest Airlines

“Happy R.A.V.I.N.G. Customers!” by Carol Buehrens (MCH Press, 2014), is packed full of strategic, tactical, and practical inspiration.

Follow the steps provided by Buehrens to focus your strategy, goals, and employee culture on what counts, your customers. Go from being process-driven to customer-driven by following the ideas and techniques in *Happy R.A.V.I.N.G. Customers!*

- Buy it now on Amazon
amzn.com/099102740X.



Learn more at happyravingcustomers.com

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Seven Strategic Goals for Exceptional Customer Service

Exceptional Customer Service is at the Heart of Amazing Customer Experiences...

You may have a Customer Experience Strategy Plan in place and improvements to touchpoints along your customer's journey may be afoot. But, unless you can deliver excellent service, consistently and across all channels, then your biggest "proof-point" for your brand value will fail.

Great experiences and great service comes from dedicated employees who understand what "service excellence" is all about. Today, your "Omni-channel" customers connect with your company through many interchanges across your organizational landscape. This means that all employees throughout your company (not just those who answer the support phones), need to be crisp, sharp, and ready to serve. And your customer needs to be their primary focus.

Exceptional customer service like that doesn't happen by accident; it's carefully nurtured, deliberately and with passion. To achieve this level of expertise demands a clear service strategy, alignment with business and customer experience strategies, then coupled with a well-designed plan and roadmap.

To strengthen your plan and help develop your roadmap, you'll need to formulate appropriate, *actionable* goals. You'll want to partner each goal with *measurable, achievable* objectives. You know the drill - goals should roll up to your strategy, objectives should describe how your goals will be attained and measured for success.

To assist you in getting started, here are **Seven Strategic Goals** that can be adapted for your own use. You'll come up with more and change things around, but I hope these will give you a good head start.

Seven Essential Goals...

1. Understand your customers better.

In order to provide a great customer service model, you need to understand who your customers are. Once you understand their background and where they're coming from, you'll be able to design the type of service they need and expect. This might include such things as employing customer research to identify customer segmentation, learning expectations and emotional attributes, regularly asking for feedback, and creating advisory committees.

2. Become a more "customer-centric" organization.

When employees "connect" with their customers, they are more able to empathize with them. Great service cultures have customer empathy at their core. Consider including finding ways to connect employees with customers, focus on the customer, and ingraining your customer into everything you do. Work to understanding how service and support decisions affect your customers.

3. Deliver emotionally engaging customer service.

You've heard the service axiom – "Put a smile in your voice!" Why is this important? Because it appeals to the emotions of your customer. While "customer support" can be technical answers and quick solutions, "customer service" is about pleasing the senses and emotions and creating a happy customer. To put another way, customer support can be an online tutorial. Customer service, on the other, goes far beyond that, to *relationship building*.

4. Develop and maintain a customer service model and definitions.

A customer service model describes common expectations of your employees across the organization. Departmental definitions further elaborate unique differences that are essential in achieving superior service. To be excellent in customer service, there needs to be clear definitions of what this means. These definitions should follow the same model (foundational elements), so that the entire organization sings with one voice.

Seven Strategic Goals for Exceptional Customer Service

5. Continually measure and improve.

To ensure that your customer service goals are being met, consider designing systematic measurement techniques, selecting key performance indicators, employing regular monitoring systems, continually identifying opportunities, tracking and communicating improvements.

6. Grow leadership capabilities.

Include developing internal leadership training for continual employee guidance. Show your leaders you are serious by inviting industry experts to provide leadership seminars. Encourage leaders to join professional customer service associations and to participate in regular skill growth opportunities.

7. Drive cultural change.

Remember the “Omni-customer”. A great service organization includes the entire employee culture. Provide training, engage employees with customer-focused activities, create committees that forward customer-focused ideals, tie performance evaluations and merit increases with customer service objectives, offer continuous communications, and celebrate all successes.

The templates

On the following pages, you’ll find the Customer Service Goals Workshop* templates that I’ve prefilled with these goals and suggested objectives. Use these to begin to shape your own Action Plan for your Customer Service Strategy. *I hope this gives you a big jumpstart!*

[*Learn how you can request this workshop for your company.](#)

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Employ customer research

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Identify all of our different types of customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Learn our customer's service expectations

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Monitor how customers feel (emotions) as they interact with us

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Discover what motivates our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #1. Understand customers better.

Objective:

Regularly check with our customers for feedback

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #2. Become a more "customer-centric" organization.

Objective:

Help our employees understand how their actions and service decisions affect our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #2. Become a more "customer-centric" organization.

Objective:

Find ways to ingrain our customer throughout our company

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #2. Become a more "customer-centric" organization.

Objective:

Employ customer personas in our service projects, training, and everything we do

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #2. Become a more "customer-centric" organization.

Objective:

Bring the voice of our customer into our organization

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #3. Deliver emotionally engaging customer service.

Objective:

Baseline what our competition is doing

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #3. Deliver emotionally engaging customer service.

Objective:

Design service models to purposefully delight our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #3. Deliver emotionally engaging customer service.

Objective:

Surprise our customers at regular service milestones / intervals

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #3. Deliver emotionally engaging customer services.

Objective:

Have customer help design our services

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #3. Deliver emotionally engaging customer service.

Objective:

Be sure to continue to think out of the box

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #4. Develop and maintain customer service model and definitions.

Objective:

Create a base model of expectations and definitions that departments can build from

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #4. Develop and maintain customer service model and definitions.

Objective:

Develop and conduct training for departments leaders to customize model

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #4. Develop and maintain customer service model and definitions.

Objective:

Create roadmap for model completions

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #4. Develop and maintain customer service model and definitions.

Objective:

Define maintenance schedule for models

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #4. Develop and maintain customer service model and definitions.

Objective:

Decide on employee success measurements

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Identify industry best practices for company-wide customer service measurements

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Design our own systematic measurement techniques, ones that will work for us

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Select key performance indicators. What is important to our customers?

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Employ regular monitoring of our customer's services

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Continue to identify opportunities

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #5. Continually measure and improve.

Objective:

Track and communicate our improvements

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #6. Grow leadership capabilities.

Objective:

Develop internal customer service leadership training

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #6. Grow leadership capabilities.

Objective:

Invite experts in to provide leadership presentations

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #6. Grow leadership capabilities.

Objective:

Identify helpful seminars and webinars

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #6. Grow leadership capabilities.

Objective:

Encourage our leaders to join professional customer service associations and meet-ups

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

Provide customer service training for our employees

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

Engage employees with customer-focused activities

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

Create employee led committees to forward our customer-focused ideals

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

Tie performance evaluations and merit increases with departmental customer service objectives

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

offer continuous employee communications

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER SERVICE GOALS

Goal #7. Drive cultural change.

Objective:

Celebrate the successes our employees earn!

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

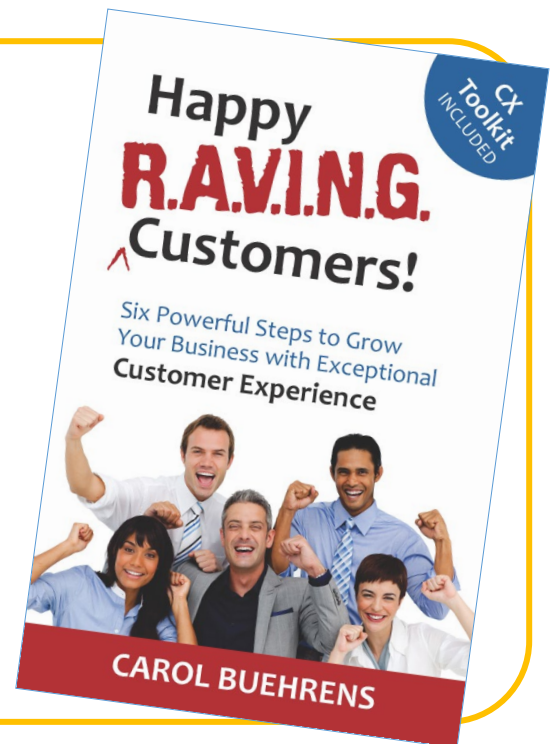
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I hope you find this resource helpful. If you enjoyed this eBook, please mention it on social networks using @CarolBuehrens

Thank you! - Carol Buehrens

Happy **R.A.V.I.N.G.** Customers!

Available on Amazon [amzn.com/099102740X](https://www.amazon.com/dp/B0099102740X)



To request this workshop for your company

Contact Carol directly at cbuehrens@ravingcx.com. Additional Customer Experience Workshops that can be requested for your company, include:

- What's your plan? Strategy, goals and objectives
- Journey Mapping – Your road to success
- Who's your customer? Developing CX Personas
- Wave your magic wand – Innovate your customer's experience
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