

## Are Your Customers Truly Delighted...or Just Satisfied?



"Your customers are a revolt waiting to happen!" declares Ken Blanchard in Raving Fans. "Your customers are only satisfied because their expectations are so low and because no one else is doing better. If you really want a booming business your must create Raving Fans."

## Measure → Learn → Master

The *Customer Service Essentials<sup>SM</sup> Assessment (CSEA<sup>SM</sup>)* is designed to help you create "raving fans!" It measures the six essential customer service competencies (below) and answers these key questions:

- How well does the candidate we're about to hire know *current and emerging customer service best practices*?
- How well does our team know and understand them?
- Do they *consistently apply* those practices?
- How are we addressing the *performance gaps* of our team so that our customer service becomes a sustainable competitive advantage?

## Realize Key Benefits

- **Improved Customer Experience** – begins with your entire customer contact staff knowing and using customer service best practices.
- **Delighted Customers Increase Profits and Sales** – it costs you five times as much to add a new customer as it does to retain an existing customer.
- **Online Assessment** – CSEA<sup>SM</sup> is taken online from anywhere in the world.
- **Simple, Powerful Report** – The one-page CSEA<sup>SM</sup> Dashboard Report is packed relevant, actionable data.
- **Extraordinary ROI** – measured in days, not years.





## A Best Practices Design

We built the *Customer Service Essentials*<sup>SM</sup> Assessment on world-class best practices identified by leading Fortune 100 companies:

- **6 Competencies** – a *competency* is defined as the set of work-related skills and behaviors needed to effectively perform a role.
- **46 Sub-Competencies** – a *sub-competency* is a specific aspect of a competency which supports its successful execution.
- **200+ Best Practice Behaviors** – a *best practice* is defined as a methodology or approach known through experience and research to produce optimal results.

Simply put, we believe there is no assessment available today that is this current and measures customer service competence more effectively.

## Tailor the Best Solution

The chart below provides the different components for a custom solution to meet your needs:

Option	Description
<b>The Customer Service Essentials<sup>SM</sup> Assessment</b>  <b>A Knowledge-Based Assessment</b>	<ul style="list-style-type: none"> <li>▪ Measures the participant's <b>knowledge and understanding</b> of current and emerging customer service best practices.</li> <li>▪ Completed online in less than 45 minutes.</li> </ul>
<b>Powerful Learning Modules</b>	<ul style="list-style-type: none"> <li>▪ Delighting Customers covers the first five competencies.</li> <li>▪ Delighting Challenging Customers focuses on how to handle more emotionally charged situations.</li> <li>▪ Traditional or virtual classroom options.</li> <li>▪ Programs customized to each client's products, services, and policies.</li> </ul>
<b>Additional Services, Customization &amp; Management Development</b>	<ul style="list-style-type: none"> <li>▪ Interpretation</li> <li>▪ Enterprise gap analysis.</li> <li>▪ Re-assessment.</li> <li>▪ CSEA<sup>TM</sup> management training.</li> <li>▪ Strategic planning.</li> </ul>

## A Complete Solution

Let BMG design a *Customer Services Essentials*<sup>SM</sup> development program specifically for you to close your team's gaps in knowledge and performance. We provide training and tools for call center leadership to ensure effective follow-up so that all staff fully masters each of the CSEA<sup>SM</sup> best practices.

### Mega ROI!

The *Customer Service Essentials*<sup>SM</sup> program is designed to work in ANY B2B or B2C environment, whether product or service-based! Following implementation, your organization can enjoy both a significant and long-lasting ROI. The skills that are learned, mastered and applied will provide years of payback!

What could your organization do with more profitable customers?

**An example of utilizing Customer Services Essentials<sup>SM</sup> to deliver measurable improvements:**



**A better solution is just a phone call or email away!** If you're ready to create new levels of customer loyalty, please contact us at [info@boyermanagement.com](mailto:info@boyermanagement.com) or call **215-942-0982**.



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