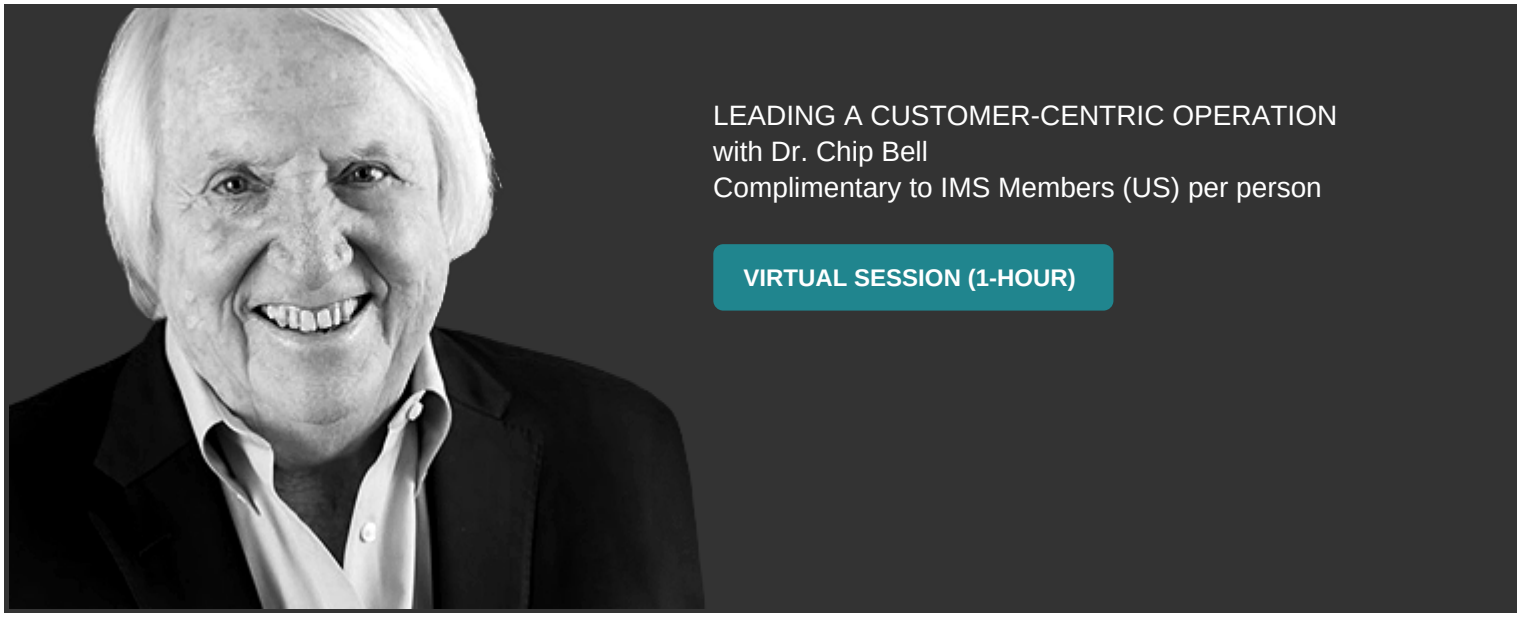


LEADING A CUSTOMER-CENTRIC OPERATION

Recall the absolutely best customer service experience of your entire life. Whether it was service from a small business or the unit down the hall, what were the features of this profoundly remarkable memory? Today's customers do not talk (remark) or tweet about good service; only experiences they find unique, special, and ingenious. Research shows value-added (taking what customers expect and adding more) will not provide a solid ROI. But, value-unique (delivering an unexpected, compelling surprise) creates animated advocates and fuels bottom line impact.

If you went behind the scenes of your absolutely best customer service experiences, what would you predict the leaders of those organizations would be doing? How would their actions differ from organizations or units that simply provided "pretty good" service? Dr. Chip Bell has studied the leadership practices of organizations renowned for value-unique customer experiences. Their amazingly similar practices will be explored along with perspectives on how you can model their excellence in your operation.

Want a sneak preview? Whether CEO or first-line supervisor, customer-centric leaders create an atmosphere of trust through transparency, authenticity, and an insistence on truth-telling. They rely on partnership relationships that facilitate high-performance collaboration centered on the intersection between the customer's needs/hopes and the organization or unit's mission/values. They spark "daredevil learning" that accelerate customer surprise-making by turning trials and pilots into bold, risk-taking learning adventures. They champion experimenters and inspire passion for the customer. This presentation will provide many tools and techniques for immediate application.

DR. CHIP BELL

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