

GOING FOR **GOLD** CUSTOMER SERVICE

FOCUS: Building and maintaining trust with customers. Helping customers to maximise the value they get from your solutions and service. Increasing your competitive advantage and ROI.



CUSTOMER OUTCOMES

- ✓ Customers feel understood
- ✓ Greater trust in the engineer
- ✓ Better service experience on site
- ✓ More confidence in the engineer
- ✓ Customers see more value for money

Customers feel the difference.
They see the value.



ENGINEER OUTCOMES

- ✓ Better preparation before arriving on site
- ✓ Clearer thinking during the visit
- ✓ Stronger ownership of customer needs
- ✓ Better problem-solving discipline
- ✓ More consistent use of communication best practice
- ✓ Improved confidence in managing customer situations

Engineers balance solutions
with building partnerships
with customers.



BUSINESS OUTCOMES

- ✓ Stronger customer relationships
- ✓ Better customer retention
- ✓ More visible value from service visits
- ✓ Fewer misunderstandings after leaving site
- ✓ Improved consistency
- ✓ Better reputation

Better service performance.
Better business results.



CORE STRATEGIC OUTCOME

Engineers become
more intentional about
creating trust,
demonstrating value
and helping customers
succeed – not just
fixing the technical issue.

Your customers succeed.
Your people succeed.
Your business succeeds.



BEFORE ARRIVING ON SITE

- Know who your most important customer is
- Understand their needs and priorities
- Prepare, plan and take what you need
- Think about the outcomes they want
- Arrive ready to add value



DURING THE VISIT

- Listen, ask questions and understand
- Solve problems and add value
- Communicate with care and honesty
- Make their life easier
- Demonstrate value



AFTER LEAVING SITE

- Follow up and close the loop
- Leave the site better than you found it
- Make sure they know the value delivered
- Capture learnings and improvement ideas
- Build the relationship for the future