



Canadian Association of Movers

**Customer Service is a Band Aid
Service Quality is for Pros**

Presented by:
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President

Williams & Goffin Consulting Inc.



My Qualifications

- Executive Management Trainee - Sears
 - Warehouse/Loading Dock
 - Furniture and Appliance Deluxing
 - Swamper
 - Driver
 - Forklift Driver
 - Dispatch
 - Shipping & Receiving
- Relocation Coordinator for Xerox
 - 125 moves in 2 years
 - 2 problems

The Problem

- Customer Service is Defensive
 - Enacted after a problem occurs
 - No system for problem solving and follow-up
 - Negotiated accommodation with customer results in bad feelings, negative publicity
 - Not the way to build strong referral base

The Solution

- A system for capitalizing on opportunities to provide superior service
 - Inclusive
 - Improving accountability
 - Eliminating obstacles to superior service
 - Knowing customer expectations
 - Exceeding those expectations

The Process



What customers want

■ RATER

- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

What we stand for

- Our vision, values and beliefs
- What we do, not what we say
- Starts with the customer and ends with the customer
- The Code of Ethics
- Mastering skill & knowledge of the business
 - The Certified Canadian Mover Program

Removing Barriers

- Brainstorming
- Opportunity Typing
- Opportunity Ranking
- Getting to solutions
- Becoming a learning organization
 - Post Mortems
 - Operations Reviews
 - Situation Reports

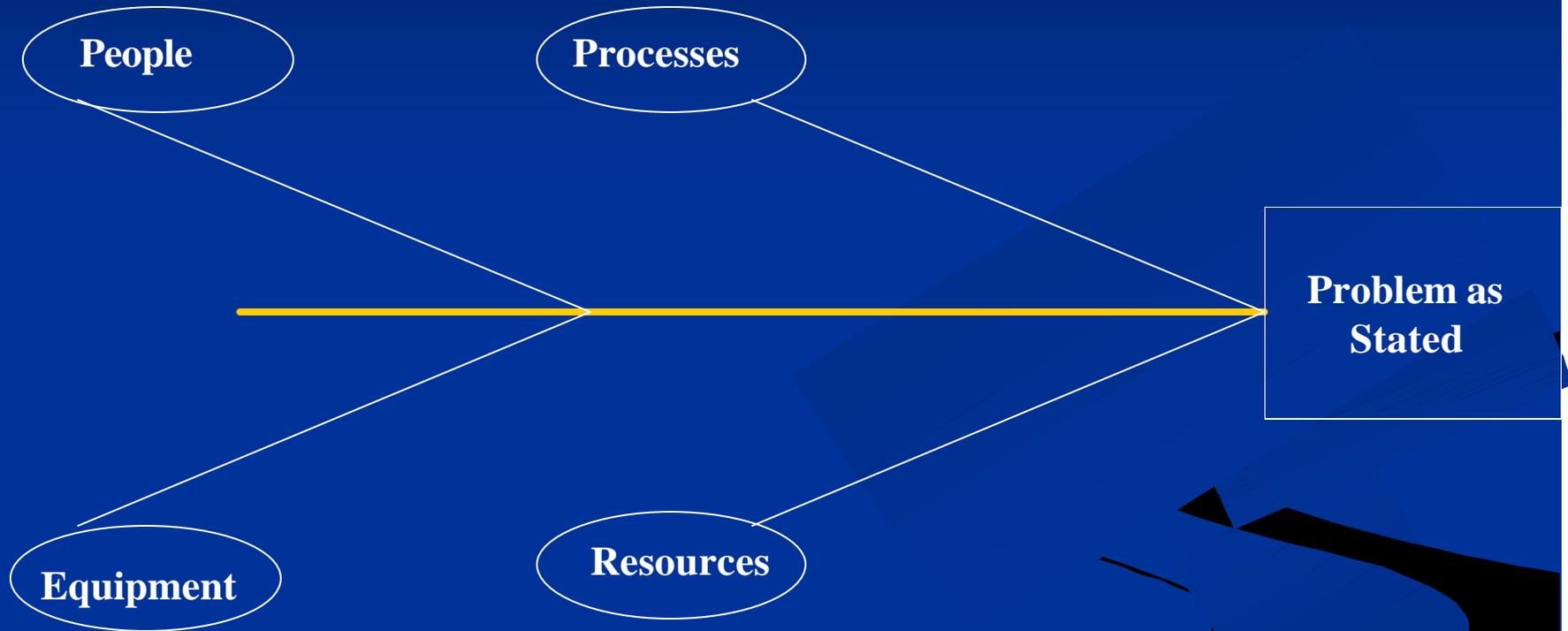
Brainstorming

- Everyone contributes
- No Criticism
- Every idea is a good one, or can lead to a better one
- Build on ideas, don't tear them down
- Give credit for contributing

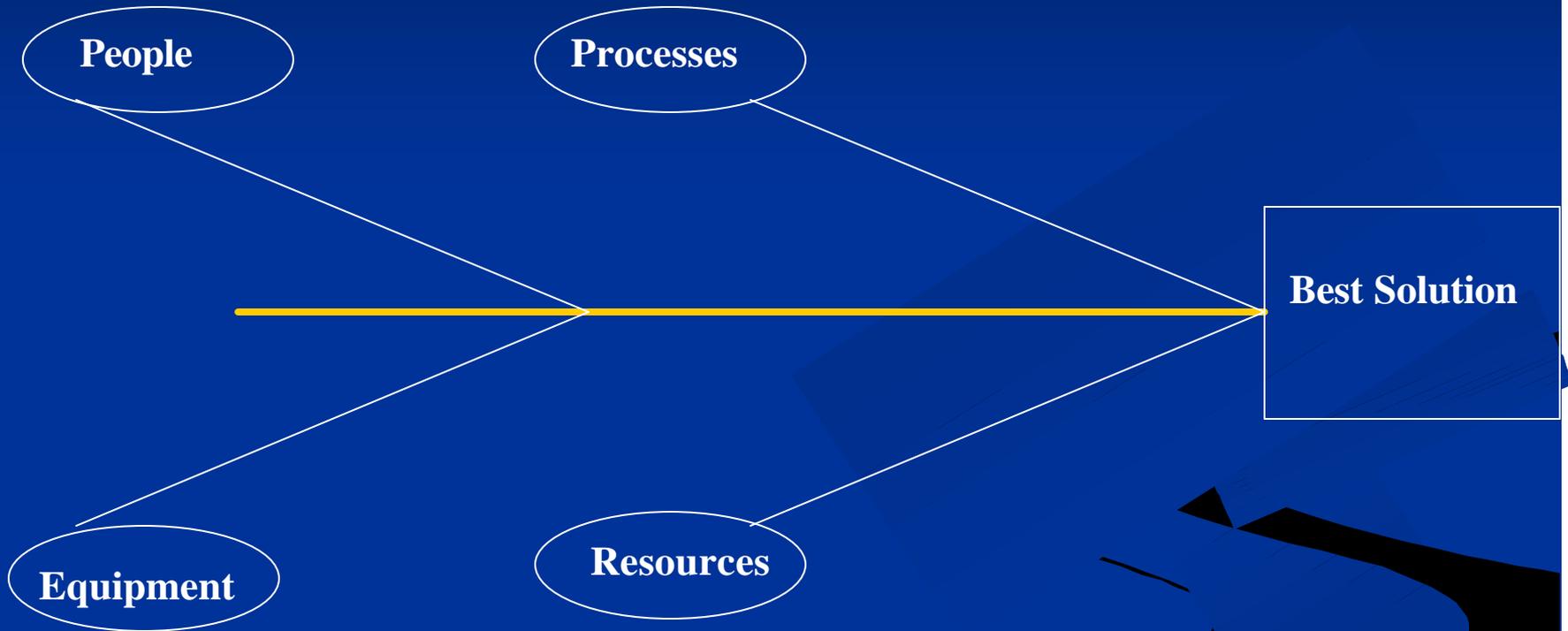
Opportunity Typing

- All ideas that are contributed are sorted into 3 categories
 - Type A ideas - we have the resources, responsibility and will to implement them
 - Type B ideas - we share the above with another internal team
 - Type C ideas - are beyond our scope - pass them on and quit worrying about them - put our efforts to the A's and B's

Root Cause Analysis



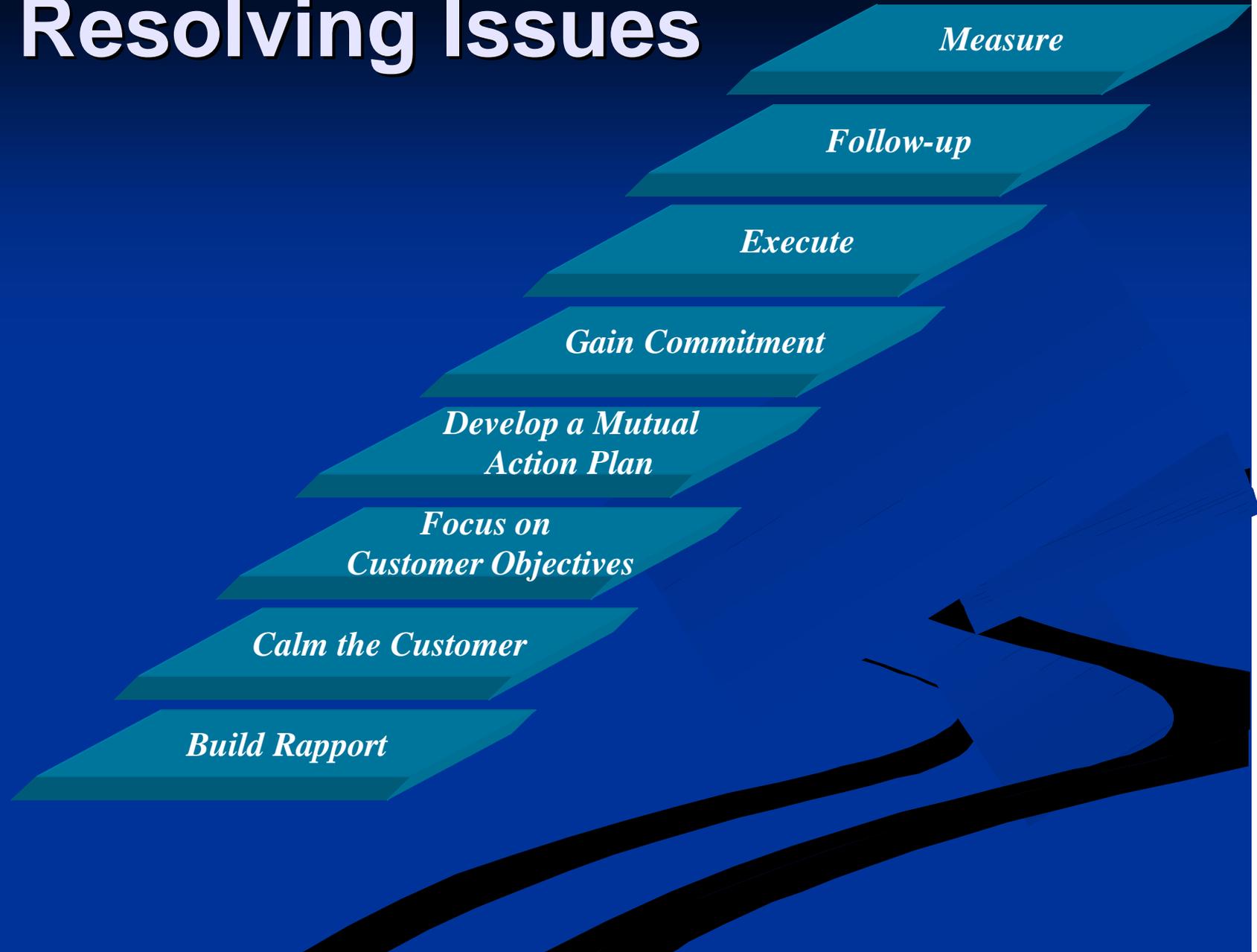
Solution Analysis



Who Ya Gonna Call?

Owner/Operator	Key Responsibilities	Frequently Asked Questions	Phone/Cell/Pager
General Manager			Phone/Cell/Pager
Sales/Estimating			Phone/Cell/Pager
Operations/Dispatch/ Warehouse			Phone/Cell/Pager
Driver/Swamper			Phone/Cell/Pager
Back Office			Phone/Cell/Pager

Resolving Issues



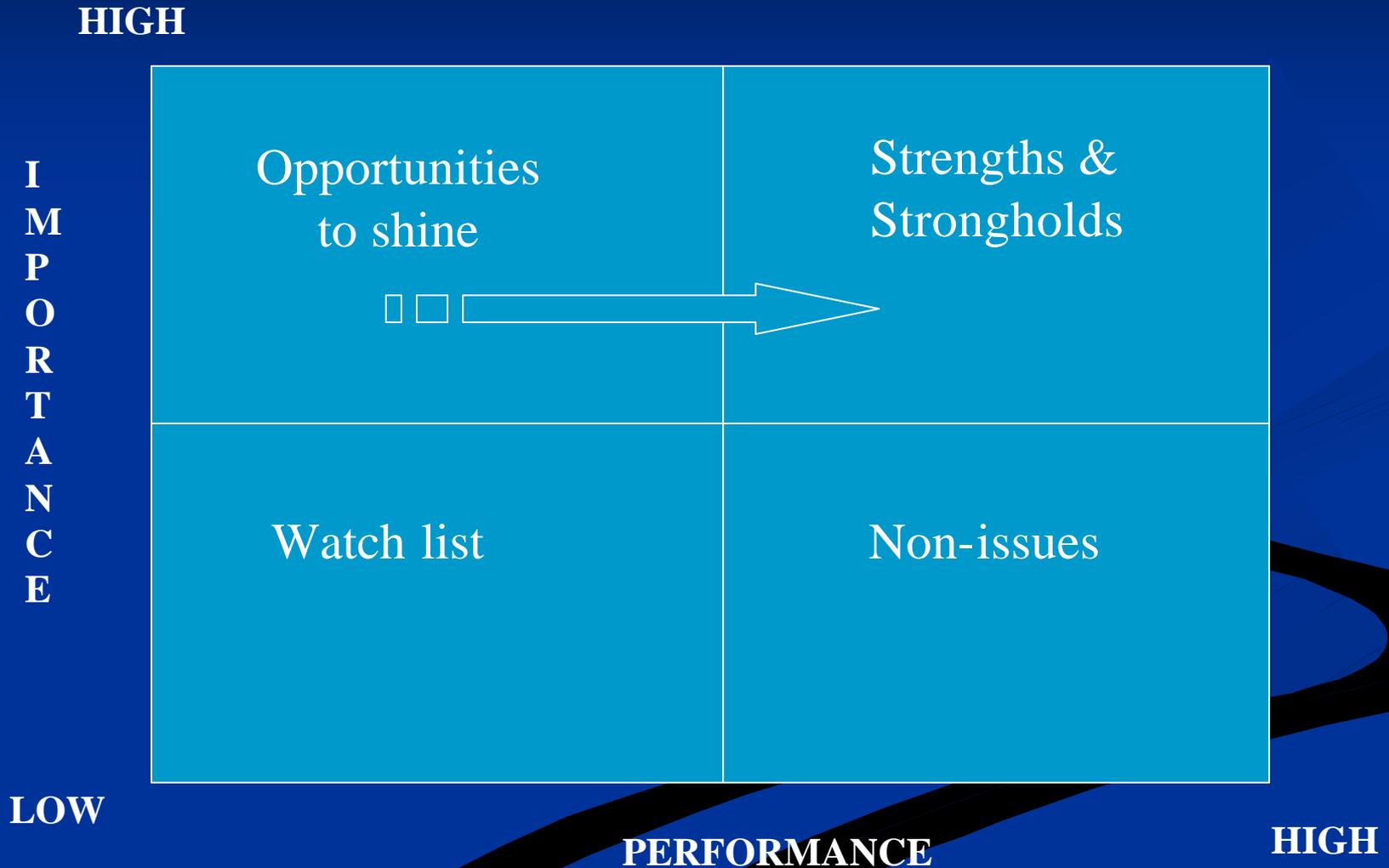
Platinum Rule

- **DO UNTO OTHERS AS THEY WOULD HAVE DONE UNTO THEM**

Measuring the result

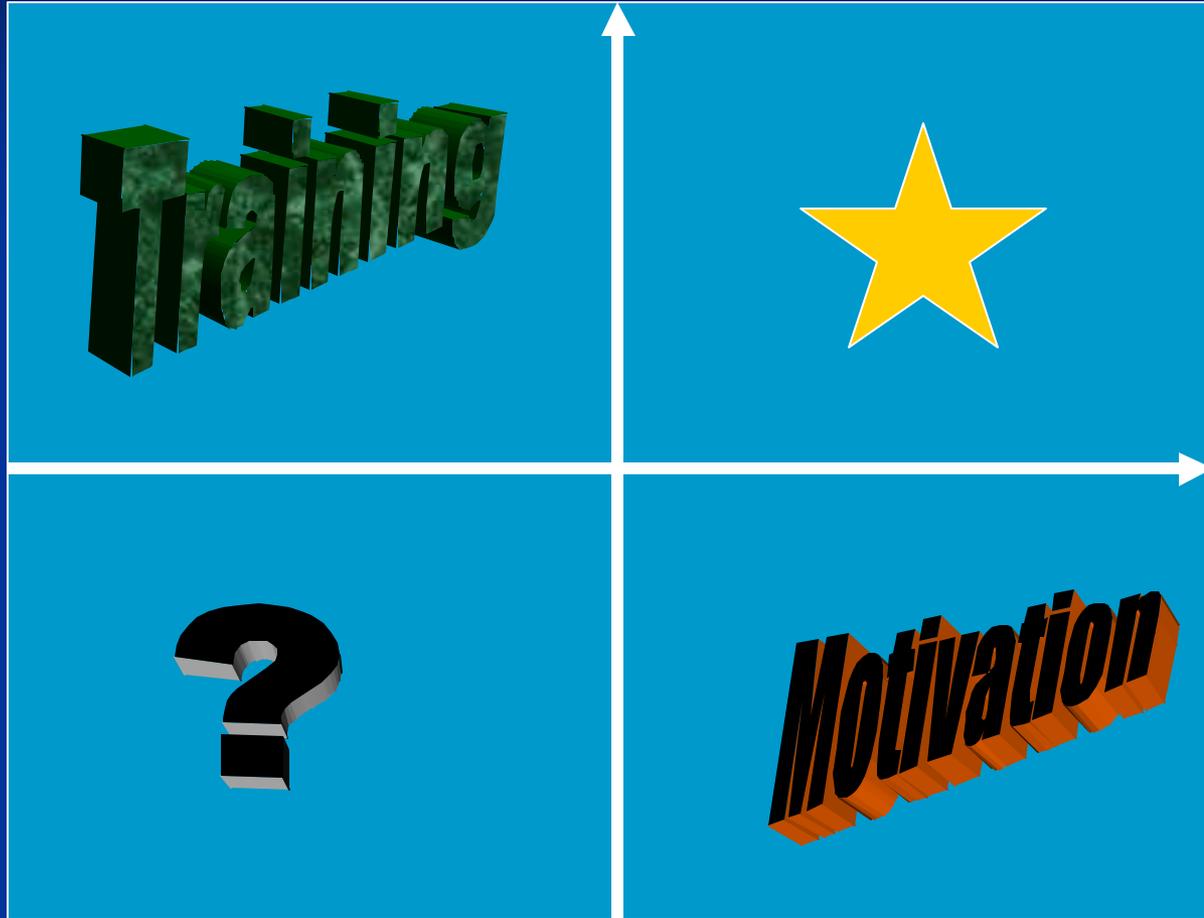
- CUSTOMER SATISFACTION INDEX
 - Measuring what is important
 - Measuring our performance
 - Managing the gaps

The Scorecard



Can they....Will they?

Will Do



Can't Do

Can Do

Won't Do

Case Study

- International Expedited Shipments Co.
 - Implemented a Service Quality System
 - Executive to receptionist
 - Included sales, quotations, accounting, dispatch, warehouse, drivers, back office
 - We designed training and a simulation
 - Result:
 - After a major systems and computer change, with new roles for most employees, the company opened and shipped 40% more shipments with zero defects

Dave the Mover

- Why Awesome Moving is the best sales rep you will ever get

Shameless Self Promotion

- Williams & Goffin Consulting Inc.
 - This is what we do
 - Service quality systems
 - Sales and sales management training
 - Leadership and team building
 - Custom training design
 - Management consulting in strategy and implementation
 - Keynote addresses