

# 20-20 MDS® Customer Focus



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TIME	CONTENT	NOTES
9.00	Intro & activity HSBC & customer focus	<i>Activity:</i> Why is customer focus important?
10.45	CRM	<i>Activity:</i> Challenges to creating high quality customer service? <i>Activity:</i> CRM tools and approaches used?
11.00	Common contact centre mistakes Customer focus 6 aspects overview	
12.30	Service vision, leadership, commitment Feedback & voice of customer Service standards Empowering for service	<i>Activity:</i> How implemented? <i>Activity:</i> Moments of truth . good and bad? <i>Activity:</i> Establishing service standards <i>Activity:</i> Empowered or restricted?
1.30	Customer serving processes & systems Service rewards & recognition Good to great	<i>Activity:</i> Mapping <i>Activity:</i> Examples <i>Activity:</i> Differentiating?
3.15	Case studies	
3.30	Case study presentations & debrief Workplace projects discussion	
5.00	Finish	

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### **WELCOME the group.**

You may choose to use a short icebreaker or mixer exercise to get the session started, but don't let it go too long. Rather than have people introduce themselves around the room, encourage them to do this during exercises and breaks.

For this workshop, for example, you may want to ask them to form random groups and share great and not-so-great customer service stories (where they have been the customer). Ask each group to share one good and one bad example with the rest of the room.

Once this has been done move to the next slide.

Customer Focus

**What is "customer focus" and why is it important?**

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**ACTIVITY**

*Explain that this is not a trick question – but that it is important to surface the importance of customer focus and its importance. Form groups and ask each one to:*

*ÉCome up with their own definition of "customer focus"*

*ÉIdentify three consequences of effective customer focus and*

*ÉIdentify three consequences of ineffective (or lacking) customer focus.*

**Throughout this session:**



**Think about  
ideas for a  
workplace  
project on this  
topic area**

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*As we go through this customer focus module, make notes, underline ideas you have that could be potential projects. We will ask for input on these at the end of today's workshop. In the short term, take a couple of minutes to make a note of a few early ideas about what you would like to discuss in terms of relevant topic areas or where you may like to explore possible project ideas.*

*(Facilitators may like to ask for one or two possible project ideas to be shared if a couple of participants are willing to share them).*

## Customer Focus

*"We, GE, only have two sources of Competitive Advantage:*

- 1. The ability to learn more about our customers faster than the competition &*
- 2. The ability to turn that learning into action faster than the competition "*

*- Jack Welch, former CEO of GE*

GE's former CEO, the perhaps legendary Jack Welch, had a pretty clear view of the importance of customer focus:

He said that GE had only two sources of competitive advantage:

- 1. The ability to learn more about our customers faster than the competition &*
- 2. The ability to turn that learning into action faster than the competition "*

(One definition of "competitive advantage" is: "A condition or set of conditions which enables a company to operate in a more efficient or otherwise higher-quality manner than the companies it competes with, and which results in benefits accruing to that company.")

Two things to note:

ÉCustomers are a key source of market information ó the closer we are to them and to getting honest and accurate feedback the better placed we are to ...

ÉLearn what they want and respond

Hence, the concept of "the learning organisation" adapts to fit this very practical management context.

ASK the group to reflect and maybe share some perspectives (perhaps in pairs) about how well their organisation (especially their own area) learns about customers and how able they are to turn that learning into appropriate responsive action.

## **One large multi-national and Customer Focus**

**“Management’s vision for the Group remains consistent: We aim to be the world’s leading financial services company. In this context, ‘leading’ means preferred, admired and dynamic, and being recognised for giving the customer a fair deal. We will strive to secure and maintain a leading position within each of its customer groups in selected markets.”**



Management’s vision for the Group remains consistent: This large scale international business aims to be the world’s leading financial services company. In this context, ‘leading’ means preferred, admired and dynamic, and being recognised for giving the customer a fair deal. They will strive to secure and maintain a leading position within each of its customer groups in selected markets. The statement continues ...

## One large multi-national and Customer Focus

**“Our core values are integral to our strategy ...**

**These values comprise**

- “ an emphasis on long-term, ethical client relationships**
- “ high productivity through teamwork**
- “ a confident and ambitious sense of excellence**
- “ being international in outlook and character;**
- “ prudence**
- “ creativity, and**
- “ customer-focused marketing.”**



“HSBC’s core values are integral to its strategy ... These values comprise an emphasis on long-term, ethical client relationships; high productivity through teamwork; a confident and ambitious sense of excellence; being international in outlook and character; prudence; creativity and customer-focused marketing.”

**Ask the group to comment upon this statement and which aspects seem to be most emphasised in looking to become as customer focused as possible in the future.**