

Driving Global Consistency in Customer Services

Facilitated global customer service leaders to create a set of global customer standards to drive consistency of behaviour and delivery. This global manufacturer had the challenge of meeting multi-national service requirements within a very diverse marketplace across all continents and many cultures.

Edward Nelson
edward@edwardjnelson.com
+44 7832 133101



Challenge

A global manufacturer had the challenge of meeting multi-national service requirements within a very diverse marketplace across all continents and many cultures around the world.

Summary

Facilitated global customer service leaders to create a set of global customer standards in order to drive consistency of behaviour and delivery

These were then rolled out to every region through two 3-Day workshops over 12 months.

Key Delivery Stages

First, we consulted with global heads to identify the needs and challenges they were facing both globally and at a regional level.

We then facilitated a 2-day offsite with the regional heads to create alignment and identify key drivers for success. With the output from that, we worked with the business to create and finalise global standards for their customer service function.

Next, we collaborated with HR & L&D to create a specific roll-out programme which included:

- creating a competency framework and assessment tool
- work-based assignments
- peer coaching
- class-based learning and on-the-job exercises, and

Success Assessment: creation and launch of internal survey to measure, knowledge, application and belief in the new standards.

Finally, we followed-up to calibrate progress and global alignment and make changes to meet cultural and continuous improvement needs.

Outcomes

The programme is now in its 10th year at the business and is an integral part of their growth strategy.

