ASPIRE
CONSULTING INTERNATIONAL

Customer Excellence & Emotional Intelligence

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Aspire Introduction

HOW IT ALL STARTED

In the mid 90s, four friends each on a completely different career course bonded over two things – their passion for creating positive change in people's lives and their love of sports. Having travelled the world attending leadership schools and sports camps, it quickly became evident that the best way to penetrate minds and impact people was not through conventional means. To their surprise and delight it was actually fun, discovery and challenge, all components of competitive games.

They discovered first hand that when people fully engage for even an hour in a game or sport, their true personalities involuntarily emerge. Then stripped from their personas of everyday life, it became easy to address the real issues and cause major change. And because people were experiencing the lessons instead of just hearing about them, they became engraved on a deeper level in their minds.

So, with this knowledge in mind, they went about to create camps for underprivileged children in Egypt. The results were outstanding. While on the surface it all seemed like fun and games, these children emerged with new values and behaviors. Parents, seeing their children become independent, cooperative, and emotionally strong were astounded with the results and decided that they too wanted a part of this phenomenal change.

The rest is history.

Despite its start at a community level, word eventually got out and market need for 'transformational change' grew high in demand amongst corporations. That's when Bassem Emad, Tamer Isaac, Hany Massoud and Maged Fawzy founded Aspire in 2007 with a clear vision that they would champion change through 'experiential training', a method that would revolutionize how people learned in corporations, among youths and within the community.

WHO WE ARE AND WHAT WE DO

With over a decade of experience, Aspire Consulting & Training provides consulting and training solutions with proven track records of success. Pioneers in our line of work, our distinct methodology heavily relies on simulating real-life settings and applying practical knowledge so that learnt concepts are firmly grasped over a short period of time. Because we use 'experiential' methods we are able to deliver tangible leaps in performance which is hard to achieve using conventional techniques which provide only theoretical teaching. We use creativity and unconventional approaches to create programs that work for corporates, youths and the communities we live in.

VISION

To empower, enlighten and inspire deep lasting transformation in the lives of individuals, teams, organizations and communities to live, lead and prosper

MISSION

To deliver unrivaled integrated experiences in every training solution we implement using a unique methodology combining knowledge, experience & innovation

OUR VALUES

DARING TO BE DIFFERENT

We create an unrivalled experience with innovation

CONSTANT IMPROVEMENT

We learn continuously with intentionality

SERVICE

We genuinely support our customers

COLLABORATION

We work in teams with passion

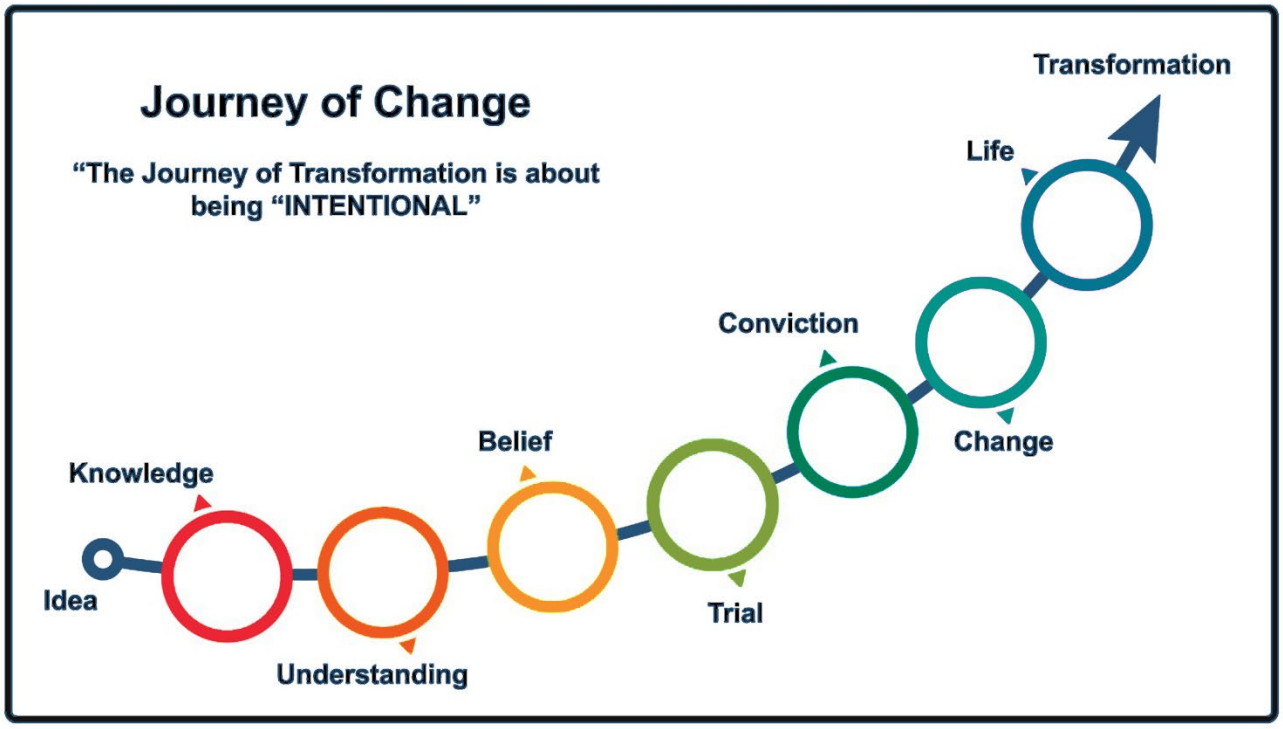
IMPACT

We add value with a winning mindset.

ACCOUNTABILITY

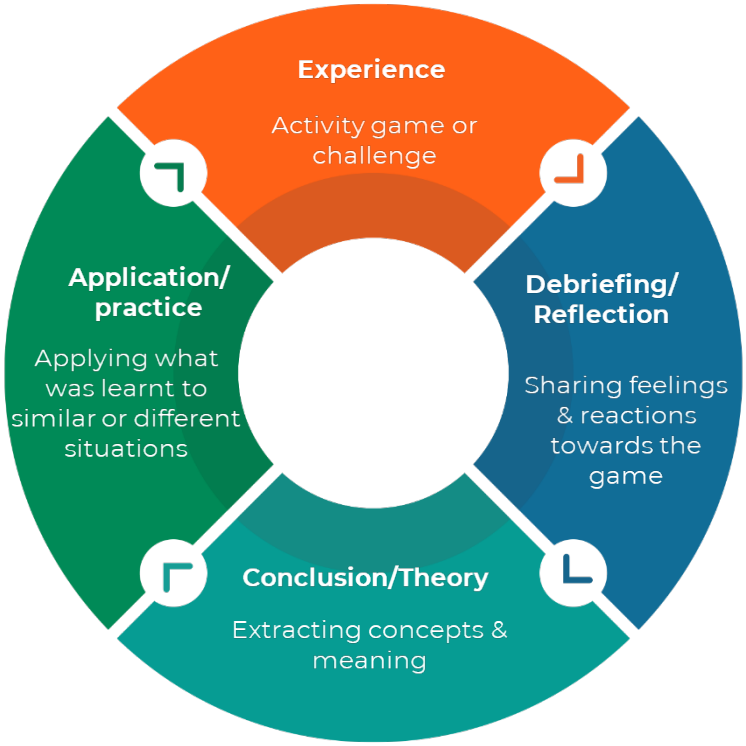
To hold people responsible against agreed upon standards.

Training Methodology



Experiential Learning Cycle

The experiential learning cycle is **a four-step learning process that is applied multiple times in every interaction and experience**: Experience – Reflection – Application & Conclusion .



Introduction to Customer Excellence

Customer excellence is the interaction between the buyer of a product and the company that sells it. It is is critical to business success, ensuring brand loyalty one customer at a time. Recent innovations have focused on automating customer excellence systems but the human element is, in some cases, indispensable.

The Importance of Customer Excellence:

1- **For the Customer:** It meets customer expectations which improves customer satisfaction leading to a frictionless experience.
2- **For the Business:** It improves the ability to retain customer, which invokes market competitive advantage leading to an increased revenue.
3- **For the Employee: Leads to** Increased productivity and reduced stress which in turn improves job satisfaction

What is a Customer?

The customer is the person next in line who receives your output (service, products). That person may purchase goods or services directly or receive output you create or deliver without direct payment. The person may be outside your company, but this definition also includes anyone within the company who receives output from you.

Two Types of Customers

External customers are those people or departments, or tenants who are the end users of our organization's products or services

Internal customers people who receive output (services, products, information) that you create or provide, but who are in the same organization

Customer Vs Client

The simplest way to understand the key difference between a client and a customer is this: A customer, most of the time, makes a single transaction, whereas a client trusts highly your expertise and ability to provide constant and reliable services.

Characteristics of Customer Vs Client

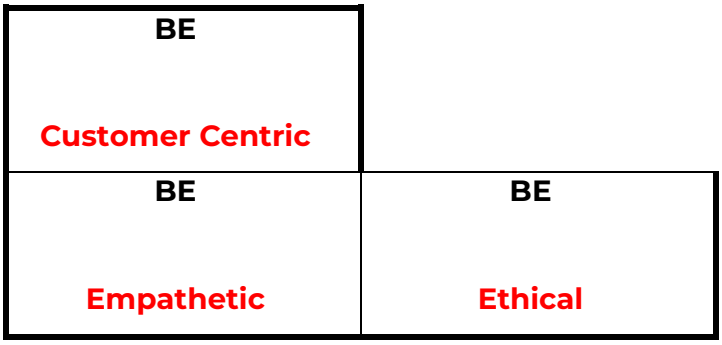
Customer	Client
They might come and go pretty quickly	Maintain ongoing relationships with your services for longer
They are here for convenience	They highly trust your expertise
They are very straightforward with what they want from you	They are open to advise
Care about price and value in return	Care about experience and reliability
Instant exchange of value for the price	Highly likely to invest in your product for the long run

The 3Bs of Attitude

The way you present yourself to the world is through your attitude. Your thoughts, feelings, and viewpoints about yourself and others are easily noticeable through your attitude. Demonstrating a positive attitude is a great method to create a favorable and enduring impact on others. Your attitude is what people will remember about you.

A positive attitude shows in your way of self-talk, in stereotyping people, and handling negative circumstances.

A Positive Attitude is About the Three BEs:



1- **Customer Centricity:** Being customer-centric means anticipating a customer's wants, needs and communication preferences. And then getting it right (Forbes, 2022)

As an agent you need to be customer centric to:

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Reflection Questions to check your customer centricity:

1: Would you rather upset your customer or your boss?
2: The customer is attempting to return a product 92 days after his initial purchase. The return policy mandates a 90-day limit on returns. Do you take the item back?
3: As a general rule, why/when do you transfer calls to a supervisor?
4: Why/when do you transfer calls to another agent

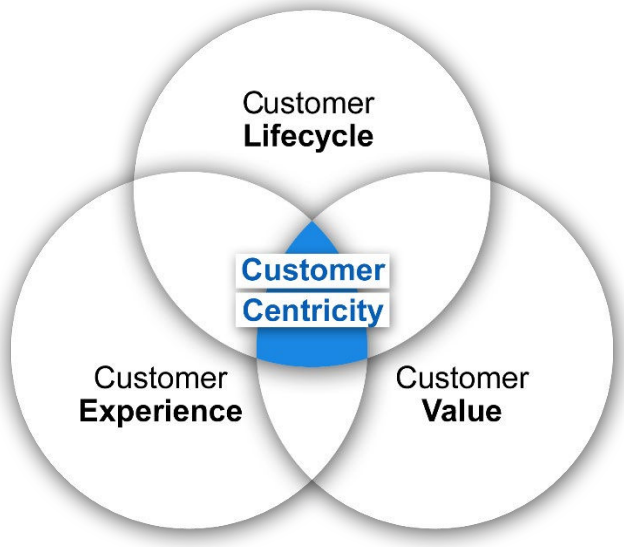
5: You are about to reach your maximum “call time.” The issue is not resolved. What do you do?
6: Your interaction reaches its conclusion. It did not go well. Do you invite the customer to take the follow-up feedback survey?
7: The customer proactively gives feedback about the product and/or customer excellence experience. What do you do with it?
8: Why do you deserve a promotion?

The difference between a Product centric organization and a Customer centric organization

	Product Centric	Customer Centric
Philosophy	Selling products	Serve customers
Orientation	Market orientation	Interaction orientation
Management criteria	Portfolio of products	Portfolio of customers
Strategy motivation	Increase customer satisfaction	Increase customer profitability-loyalty-
Organizational approach	Inside-out approach	Outside-in approach
Selling approach	How many customers can we sell this product to?	How many products can we sell to this customer?
Strategy outcome		

We can reach customer centricity if we focus on:

- **Customer Life Cycle**: The (natural) evolution a customer goes through as defined by one or more aspects related to his or her needs (life stages, lifestyle, characteristics and relationship with company) **(Customer Persona)**
- **Customer Experience**: The sum of all experiences or interactions a customer has with a company, both online and offline**. (Customer Journey Map)**
- **Customer Value**: The total value of a customer, both actual and potential value, both directly and indirectly (referral value like promoting a company, the influence on social media).

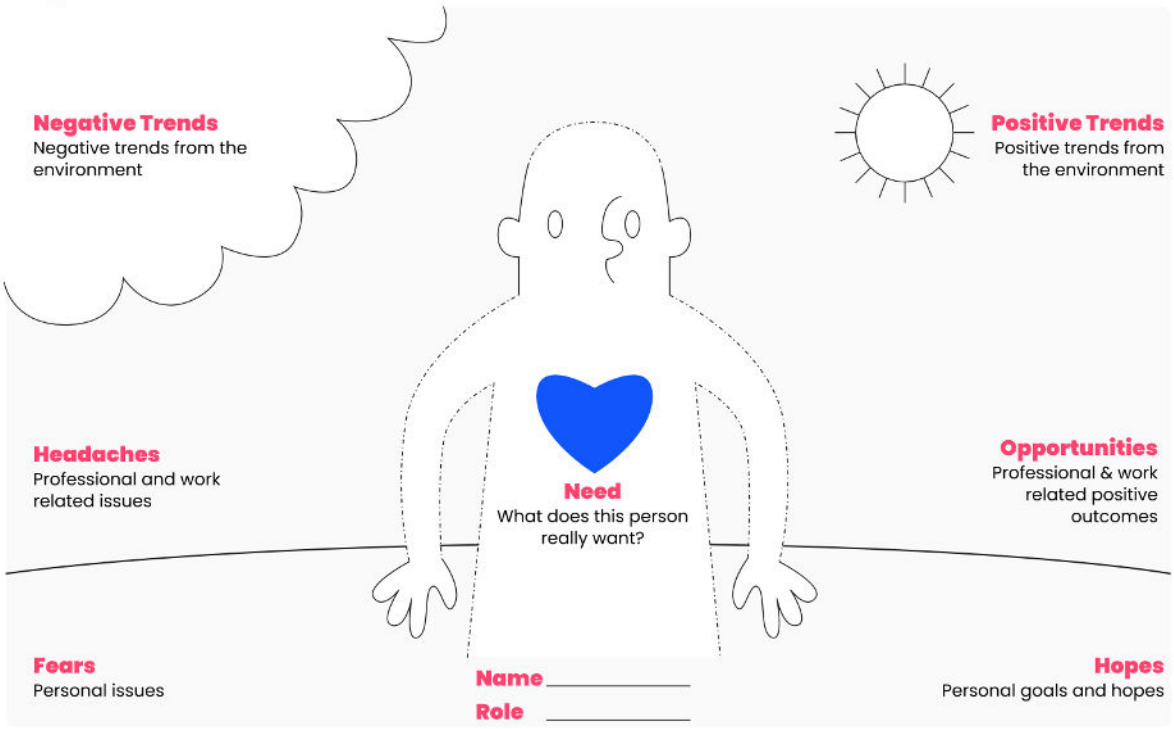


Some Important Statistics

- Customer-centric companies are 60% more profitable than companies that don't focus on customers - Forbes
- Customers who have a positive experience are 140% more likely to spend than those who have a poor experience- Deloitte
- Consumers will pay a 16% price premium for a great customer experience – PWC
- In 2022, brands are investing in ways to leverage "micro-moments" to personalize offers to customers - Forbes
- Companies with a customer experience mindset drive revenue 4-8% higher than the rest of their industries – Forbes
- 65% of respondents would become long-term customers of a brand if they can provide positive experiences throughout the customer journey – PWC

Tools to help:

Customer Persona Canvas



What is a persona about?

The basic idea of creating a 'persona' for a user or customer is easy to grasp: it is a way to put a face and a name to what otherwise would be a collection of data points and observations. By giving your persona a face and a name, the cloud of observations becomes 'someone'. Personas are easily referenced in discussions and design meetings. There are even companies where the persona has actually a (symbolic) chair at the table!

So persona's are great to facilitate talking about your customer. But that's not doing the concept justice: using a persona can give you a lot of value beyond just figuring our user stories. That's why we have added our own version of a persona canvas.

Customer Journey Map Canvas

What is it and when should I use it?

The Customer Journey is a tool to help you get insight into, track, and discuss how a customer experiences a problem you are trying to solve. How does this problem or opportunity show up in their lives? How do they experience it? How do they interact with you?

Mapping this journey will provide you with insights into how customers experience a product or service, as well as how they might be better served or even delighted. This is especially true when co-creating the journey together with your customers or when validating your assumptions with them. What are the circumstances? How do customers feel throughout? What are the moments when the experience can best be improved?

2-Empathy: Empathy involves an ability to perceive others' feelings (and to recognize our own emotions), to imagine why someone might be feeling a certain way, and to have concern for their welfare.

Empathy is the basis on which any effective relationship, understanding and communication can be built. Empathy is an important capability, which all people must develop in order to maintain healthy relationships.

As an agent you need to be empathetic to:

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Contaminated empathy (or pseudo-empathy) arises by mixing one of the following four non-moral elements to perfect empathy:

- Feeling of relief and thankfulness at the contrast between our fortune and the sufferer's misfortune
- Feeling of anxiety about our own good future arising at the sight of the sufferer's misfortune
- Feeling of superiority over the other person
- Personal distress and unpleasant feelings, arising at the sight of the sufferer's sorrow, caused by the very picture of suffering rather than by anxiety about one's own good fortune

It is to be emphasized that all the four motives contaminating perfect empathy are self-regarding. They have as their ultimate end the well-being of oneself, not the interests of the other person.

However, real empathy is a combination of three elements: cognitive empathy, affective empathy and the tendency to take empathetic actions.

- **Cognitive Empathy:** It is basically being able to put yourself into someone else's place, and see their perspective. It is the capacity to understand the other persons' reasons for emotions, not the emotions themselves, since the reasons for a given emotion may fail to generate the emotion itself.
- **Affective Empathy:** It is the tendency to emotionally respond to other people's emotions in an ethically proper way, which means that it implies cognitive empathy. Emotional empathy is when you quite literally feel the other person's emotions alongside them, as if you had 'caught' the emotions.
- **Empathetic Action:** It is the tendency to undertake an ethically proper action (e.g., helping or consoling) as a result of the emotional response to the other people's emotions.

Types of Difficult Customer Behaviors:

The Indecisive

Can't seem to decide, despite how many questions he/she asks

How to help them:

• Be patient. Keep in mind that, although indecisive people can be frustrating (especially if you have a high D behavioral style preference), they are still customers. Greet such customers just as you would any other customer and help. If the customer refuses your help or wants to browse, that's fine, but indicate where you will be and watch for the customer to signal for assistance.
• Ask open-ended questions. Just as you would do with a dissatisfied customer, try to get as much background information as possible. The more data you can gather, the better you can evaluate the situation, determine needs, and assist in the solution of any problems.
• Listen actively. Focus on verbal and nonverbal messages for clues to determine emotions, concerns, and interests.
• Suggest other options. Offer alternatives that will help in decision
• Guide decision making. By assertively, not aggressively, offering suggestions or ideas, you can help customers decide.

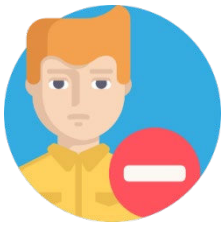
The Angry Customer

Simply Angry because of his attitude or because of a previous bad experience. Dealing with angry people requires a certain amount of caution. For you to effectively serve an angry customer, you must move beyond the emotions to discover the reason for his or her anger.

How to help them:

- Be positive. Tell the customer what you can do, rather than what you cannot do.
- Acknowledge the customer's feelings or anger. You cannot and should not try to deny the customer's anger. Doing so could result in a serious confrontation. Instead of saying, "You really don't have to be upset," try, "I can see you're upset. I want to help solve this problem, so could you please help me understand what's happened?"
- Reassure. Reassure the customer. Indicate that you understand why he or she is angry and that you will work to solve the problems.
- Remain objective. As mentioned earlier, becoming part of the problem is not the answer.
- Determine the cause. Through a combination of asking questions, listening, feedback, and analyzing the information you receive, try to determine the cause of the problem.
- Listen actively. When people are angry, they need a chance to vent their frustration and be heard

The Dissatisfied



Possibly he/she have been improperly served by you or one of your peers, or by a competitor in the past. Even if you were not personally involved in their previous experience, you represent the organization or you may be considered "just like that last service employee."

How to help them:

Listen. Take the time to listen actively

Remain positive. Even though angry customers drain your energy, don't get drawn into mirroring their anger

Don't make excuses. Typically, customers are not interested in why they did not get the product or service they wanted or thought they paid for; they just want the problem solved (in their favor). Look for ways to correct a mistake rather than cover it up.

Be compassionate. Try to remain warm, compassionate, and empathetic while you are trying to uncover the cause of the problem. You can then attempt to service the customer properly and promptly.

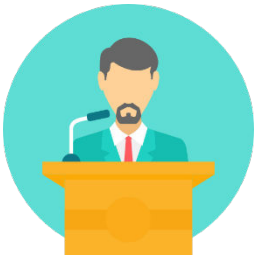
The Demanding

He/she knows what he/she wants is entitled and may demand something you can't deliver

How to help them:

- Be professional. Don't raise your voice or retaliate verbally
- Respect the customer. Showing respect does not mean that you must accommodate your customer's every wish. It means that you should make positive eye contact (but not glare), remain calm, use the customer's name, apologize when appropriate and/or necessary, and let the customer know that he or she is important to you and your organization. Work positively toward a resolution of the problem.
- Be firm and fair and focus on the customer's needs.
- Tell the customer what you can do. Don't focus on negatives or what can't be done when dealing with your customers. Stick with what is possible and what you are willing to do

The Talkative



He/she tends to repeat himself/herself and can spend excessive amounts of time discussing irrelevant matters such as personal experience

How to help them:

- Remain warm and cordial, but focused. Recognize that this person's personality style is probably mainly expressive and that his or her natural inclination is to connect with others.
- Ask specific open-ended questions. These types of questions can assist in determining needs and addressing customer concerns
- Use closed-ended questions to control

Manage the conversation. Keep in mind that if you spend a lot of time with one customer, other customers may be neglected

3- Ethical: To be ethical entails practicing honesty and integrity, making choices aligned with moral principles, and accepting responsibility for one's behavior.

As an agent you need to be ethical to:

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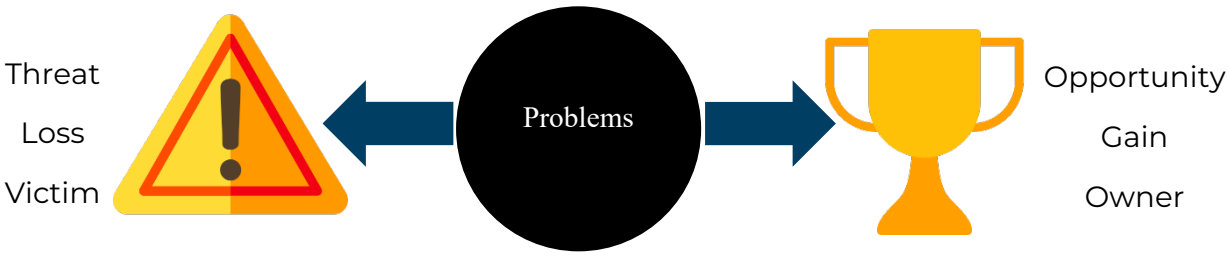
Handling Complaints

It is inevitable that errors may occur and result in customer complaints. The crucial aspect is how you handle these dissatisfied customers. Your ability to effectively resolve their grievances will significantly impact how they perceive your service. If you are able to reach a satisfactory solution, they will likely feel appreciative, but if not, their negative sentiment towards your business will grow, resulting in continued complaints.

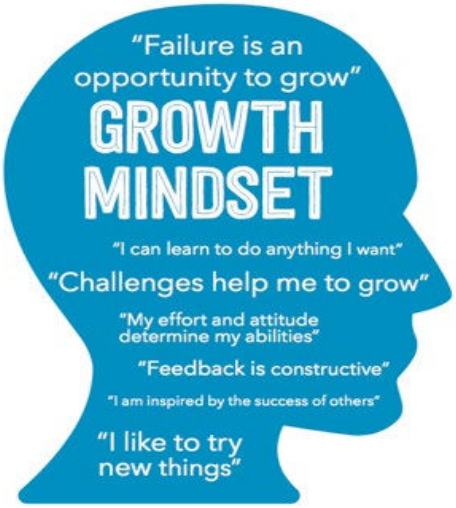
People Perceive Problems in One of those Ways

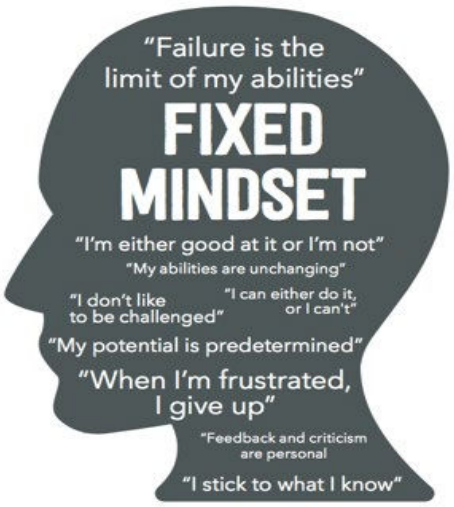


Threat: People who see problems as a threat usually take the role of the victim and have the sense of loss leading to Escape coping
*Escape coping is based on avoidance where the individual takes deliberate actions to avoid the difficulties of change.

Opportunity: People who see problems as an opportunity usually take the role of the owner and have the sense of gain and proactivity to take positive part in it.

*Control coping is positive and proactive, individuals refuse to behave like a "victim" of change. Instead, they manage their emotions, ask for support and try to get the best out of the change.





Fixed mindset

Is when individuals believe that everyone is born with fixed qualities and skills that cannot be changed. This belief relies only on talent and not effort and hard work.
People with this mindset believe they are what they are. Intelligence, creativity, skills and the rest are fixed.

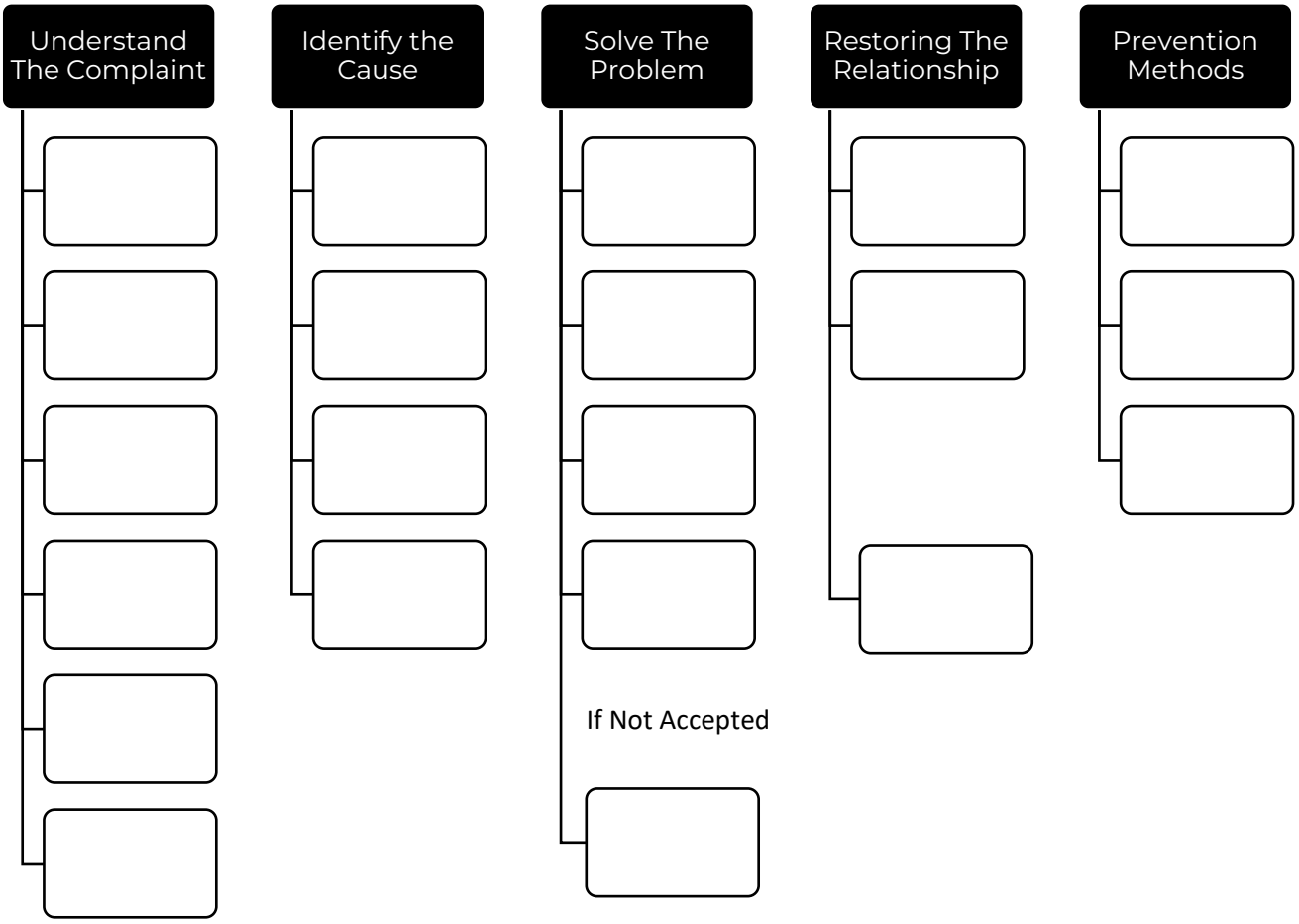
Growth mindset

Is when individuals believe that although people are born with some talents and tendencies this doesn't mean that they cannot develop and expand in different areas.

People with a growth mindset believe that intelligence, skills, learning and creativity can all grow with time, hard work and experience.

A Fixed Mindset	A Growth Mindset
Either I'm Good at Something, or I'm Not	I know I'm good at somethings, and I know I can become better in some areas
I Can't Learn Now; It's Too Late	I can learn whatever I want or need to, exactly when I need to learn it
There's No Point in Trying if I'm Going to Fail	I see failures as opportunities to learn, to reassess, and to do better next time
I am intimidated by the success of others	Looking at others succeed makes me think that I too can succeed
I didn't achieve what I set out to do; I failed	Isn't learning a process, and isn't failure just part of that process?
I can no longer improve in this area; people should expect no more of me here	There is always room for improvement
Why learn new things, there will always be someone who is better at it than me	It is always good to expand my skills repertoire
I already know all I need to know	I know that there is more than I can learn
My current abilities are the measure of my outcomes	My determination and effort are the measures of my outcomes
I tried; I failed. It's just beyond me	Could I try a different strategy or approach?
I don't know how or if I'll get there…ever	What plan can I make to get there? How can I motivate myself to follow that plan? What's my first step?

Problem Solving Steps



Tools Used:

1-

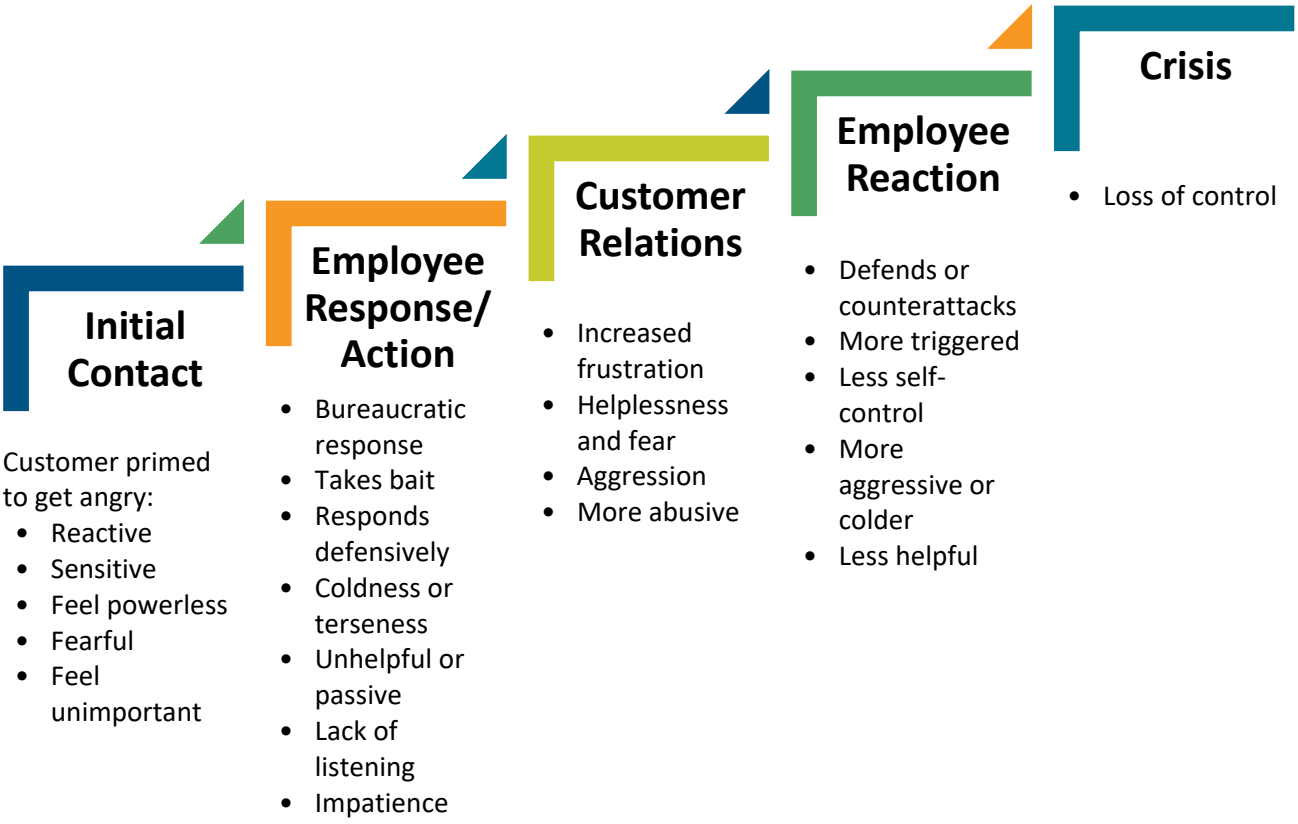
2-

Tool Used:

1-

Handling Complaints

Most of the conflicts that happen with the costumers go through a cycle of escalation. The escalation cycle is a process where an individual becomes hostile or enters in an angry state of mind. If the customer is not treated in a way that helps him or her feel important and listened to, the customer gets more and more frustrated and abusive. In a typical escalation cycle, the employee over-reacts, which in turn, increases the anger of the client. If the cycle is not interrupted, the



situation becomes an out-of-control crisis situation. That's when people can get hurt.

Handling Conflicts with Customers

- Define the problem. Separate the problem from its emotional content.
- State the problem clearly. If there is more than one issue, define each issue separately.
- Describe what you can do and your limitations.
- Agree on a solution. Provide alternatives if appropriate.
- Verify the solution. Ask if the solution is acceptable and summarize aggreements.
- Follow up. Do what you say you will do.

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