

	 <p style="text-align: right;">Go Wild Newsletter with Rosemary Rein Ph.D "Because Life is a Learning Adventure"</p>
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<p>edition: #34 January/2010</p>	<p>Leadership, Customer Service and Sales Training, Team Building, Executive Retreats, Creativity Safaris and Annual Conventions. - View Rosemary's Training Programs at www.gowildgogreat.com</p>

In this edition:

- **A Salute to 2010 WOW!™ Customer Service**
- **January 17th Marks Customer Appreciation Week! What do the Best Customer Service Managers Do Everyday?**
 - **American Creativity Association Conference comes to Philadelphia March 21st - March 24th**
- **Global Retreats! Our New YPO Retreats.com site features Executive Learning Retreats in the United States, Costa Rica and South Africa**



The Best Customer Service Managers - What they do everyday to

ensure success A savvy Customer Service Manager recently wrote me with a simple but excellent question: What should a great Customer Service Manager do every day to be successful? As a former Director of one of the largest Financial Service Call Centers in the United States and as a Sales and Service Trainer and Coach, here are my top 7 Daily "To Do" Practices for Successful Customer Service Managers:

1. **Ensure daily touch points with employees and customers.** Ask yourself, "How will I, as a Customer Service Manager, ensure my customers and employees feel -TISP- Trusted, Important, Special and Pleased?" Despite technology, people are still the most critical resource in customer service. Be specific. What will you do today to ensure the "TISP Factor for employees and customers"?
2. **What is the quality of the coaching and motivation provided by my front line supervisors?** Turnover is expensive and poor supervisors will cost you quality employees! They probably already have! What initiatives do you have in place for employee motivation, coaching and retention? Front line supervisory training is mission critical and you should have recruitment, training and retention plans in place for 2010. Do you?
3. **What scripts and monitoring services are you using to maximize per agent sales and service quality ratings?** Have you applied the latest brain science, NLP voice coaching and data mining techniques to maximize sales and quality results? Were you aware that for every major product offering, you should have in place 4 scripting and customer conversation guides to cater to customer psychometrics and language preferences? If you're asking, "Why 4 scripts?", I can assure you, your business is missing out on increased sales performance and improved service quality ratings.
4. **As the Customer Service Manager, listen to customers every day, without exception, and keep a journal.** What was the most difficult customer situation and why? What was the best customer compliment you heard and why? (Be sure to tell or write a note to the agent about that best WOW! service moment of the day.) What are customers saying about the product and/or service? As a Customer Service Manager, remember your job is to have a helicopter view of the challenges of both customers and employees every day.
5. **Ask Questions!** Again, as Customer Service Manager, it is important to observe and ask, "How might/can we do this cheaper, faster, better and provide a more energized environment for employees?" Review every protocol and procedure from scheduling to the employee break areas and look for ways to make operations better and improve the environment for employees and customers.
6. **Know your Flow!** i.e., vulnerable service times, processes and procedures. Have protocols in place for all worst case scenarios.
7. **If you are victim to employee turnover,** ask yourself the million dollar question. Not why are employees leaving? Rather, why are your good and best customer service agents staying?

Best Wishes for Creating a Remarkable Customer Service and a Positive Workplace in 2010! We look forward to working with your organization to move your Customer Service from Now to WOW!™ in the New Decade.

Our Now to WOW!™ Customer Service Support to organizations includes the following Training Programs and Consulting Services:



*** Love Affair with the Customer: Romancing Your Customer Relationships**

1 and 2 day training program for front-line customer service personnel includes 100% guarantee of improving your service and sales performance.

Programs are fully customized to your product line and service procedures.



*** Customer Service Coaching Skills: Training & Certification for Managers/Supervisors:**

1 and 2 day certification including NBI® Whole Brain Leadership Profile and 1 hour of private coaching with each manager/supervisor who is required to successfully demonstrate performance coaching skills in order to be certified as a service quality coach. Program includes monthly follow-up with Customer Service Managers via teleconference.



*** Now to WOW!™ Call Center Quality Makeover:**

Combines NBI® Whole Brain Script analysis with call center training and voice coaching.

Write us for a Now to WOW!™ Customer Service Proposal for your organization.

write Rosemary at rosemary@gowildgogreat.com
www.gowildgogreat.com

American Creativity Conference Association Conference in Philadelphia (March 21st - 24th)

Meet Rosemary in the City of Brotherly Love!



I-Il be joining a world class faculty for the American Creativity Association Conference March 21st - 24th in Philadelphia and presenting "Go Wild! Go GREAT!™ The Journey from Now to WOW!™ Bridging the Gap from Where You are to Where you Want to Be."

Other topics at this year-s conference include: "Applying Creativity to Drive Success in Challenging Times", "Everything Creative: Lessons from the Arts and Design" and "Strategic Planning in a Discontinuous World".

Bring The Art and Science of Innovation to your Business and Life (Register at www.amcreativityassoc.org/2010Conf-registrationform.htm)



In January we launched our new YPOretreats.com site in conjunction with our existing www.retreatscostarica.com site.

Our Master Mind Retreat Locations now include fabulous facilities throughout the United States, Costa Rica and South Africa and are designed to provide an inspired setting for team synergy and collaborative ideation.

Now to WOW!™ Executive and Team Building Retreats

Visit www.yporetreats.com or www.retreatscostarica.com

Go Wild! Go GREAT!™ Embark on your Now to WOW!™ Decade and Don-t Forget to Enjoy the Journey!

Our Mission at Now to WOW Learning Adventures: The design and delivery of world-class training and coaching that touches the hearts, minds, and souls of the organization and human condition. We do this through Workshops, Training, Retreats and On-Site Business Consultations in Creativity, Leadership, Customer Service and Team Building and Certified Professional and Relationship Coaching using NBI® Whole Brain Science and Assessments.

For Go Wild! Go GREAT! Costa Rica Now to WOW! Relationship Travel or on-line coaching contact Rosemary at rosemary@gowildgogreat.com or visit www.gowildgogreat.com