



People DO Make the Difference

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**2012
SERVICE
EXCELLENCE
SUMMIT**

People best practices from service champions

- Recruit for attitude, for focus on customer service
- Sustain a culture of excellence
- Communicate effectively and proactively with customers
- Empower your people with the best processes
- Assure your support doesn't end with the sale
- Drive desired behaviors with KPIs, quick feedback loop, and ongoing coaching
- View all interpersonal interactions as potential moments of truth and key opportunities to differentiate

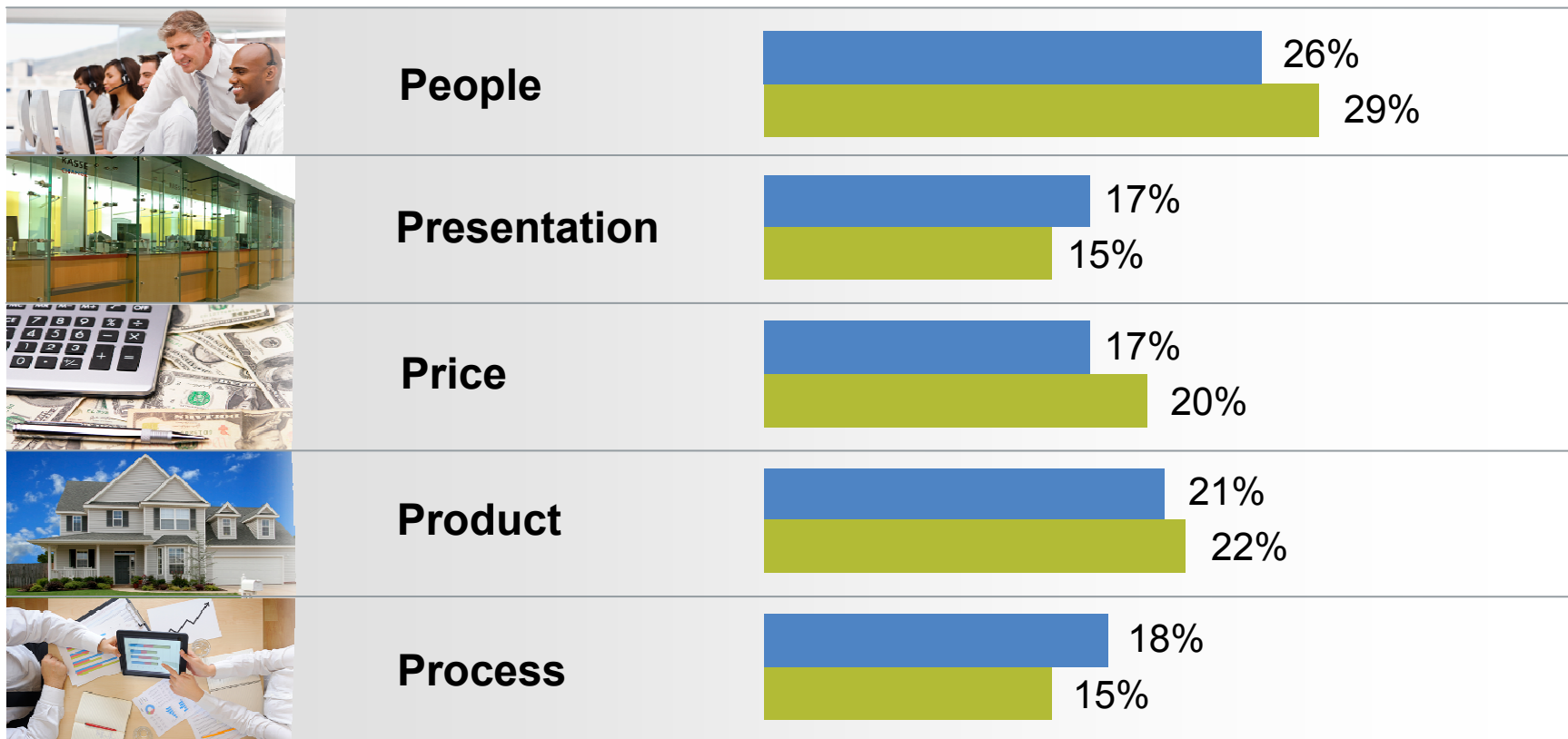


People are increasing in importance

Service Excellence—Importance Weights of the 5 Ps

■ Pre-Recession (2003-2007)

■ During/Since Recession (2008-2011)



Source: J.D. Power and Associates US Syndicated Studies—2000-2011

