

# BUILDING A WINNING ORGANIZATION

- A Case Study 2002-2008 -



2012  
SERVICE  
EXCELLENCE  
SUMMIT

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Senior Vice President, Customer Solutions

# Building a Winning Organization

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- **Shared**
  - Aspiration
  - Goals/Measures of Success
  - Values
  - Management philosophy
  
- **Alignment**
  
- **Enabling Culture**
  
- **Results**



# Shared Vision/Aspiration

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America's most highly regarded  
**SERVICE** company



# Shared Goals/Measure of Success



# Values

## Living our Values

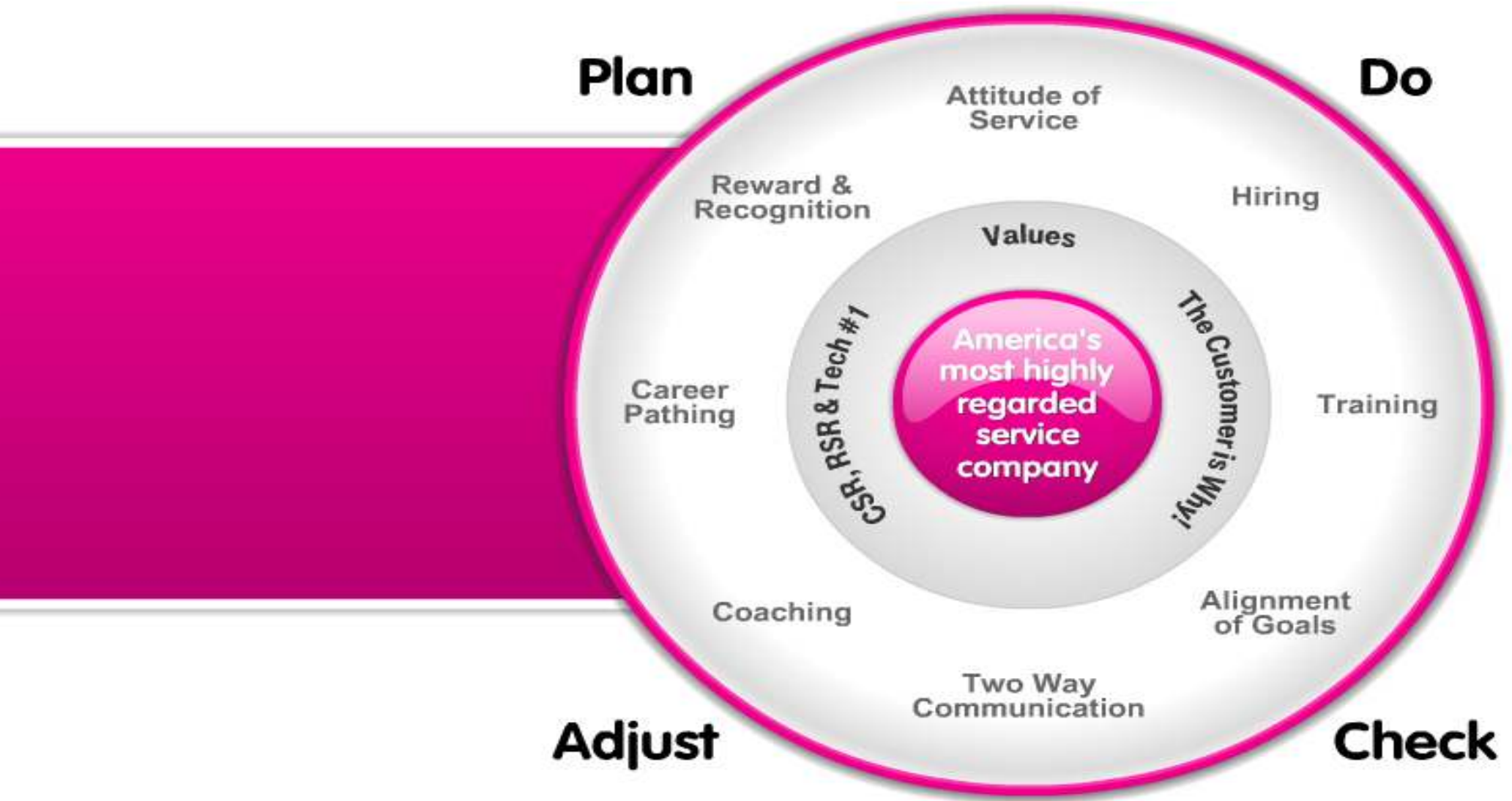


# Shared Management Philosophy

Balancing the  
needs of our  
Customers,  
Employees and  
Owners



# Enabling Culture: Best Place to Perform

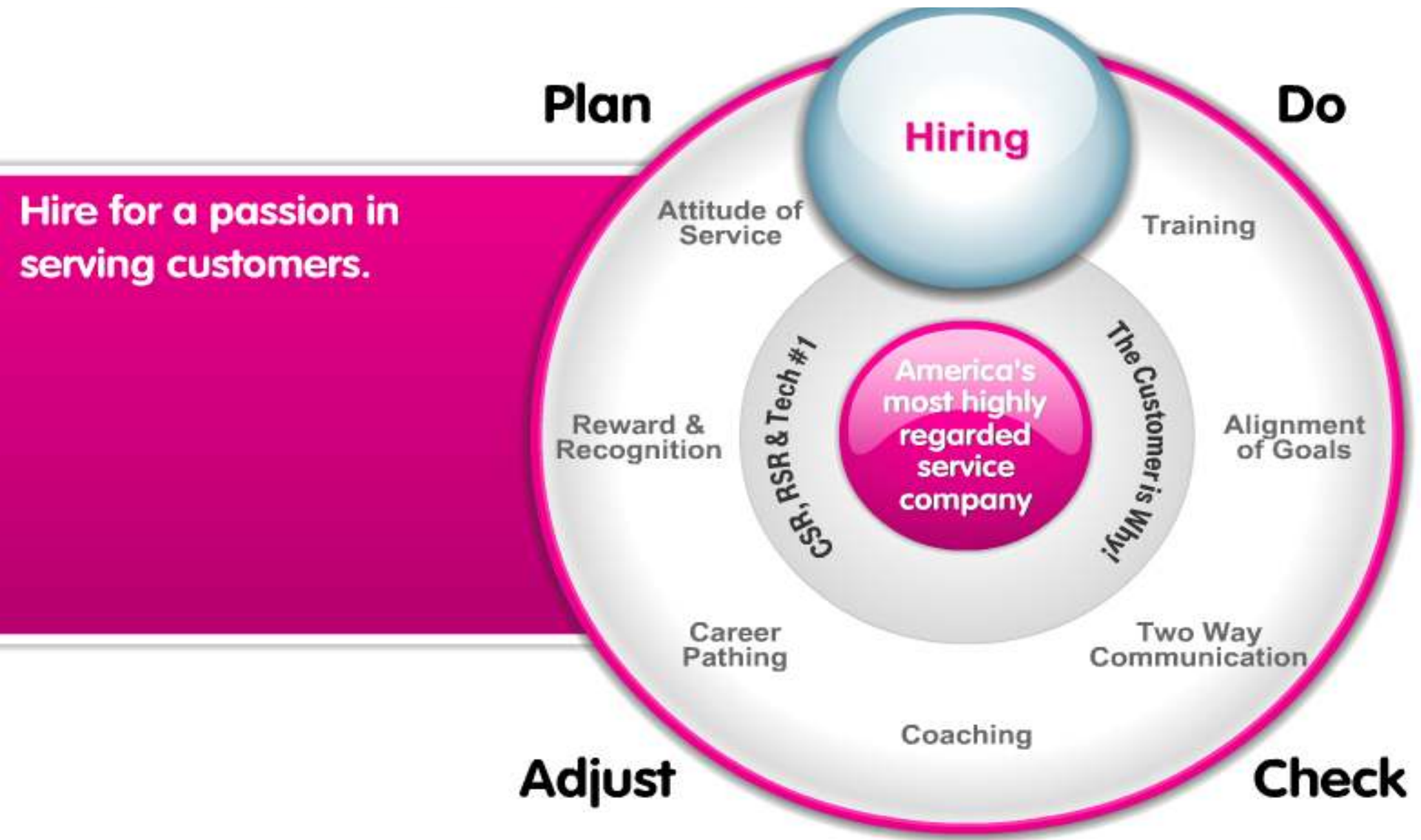


# Enabling Culture: Best Place to Perform

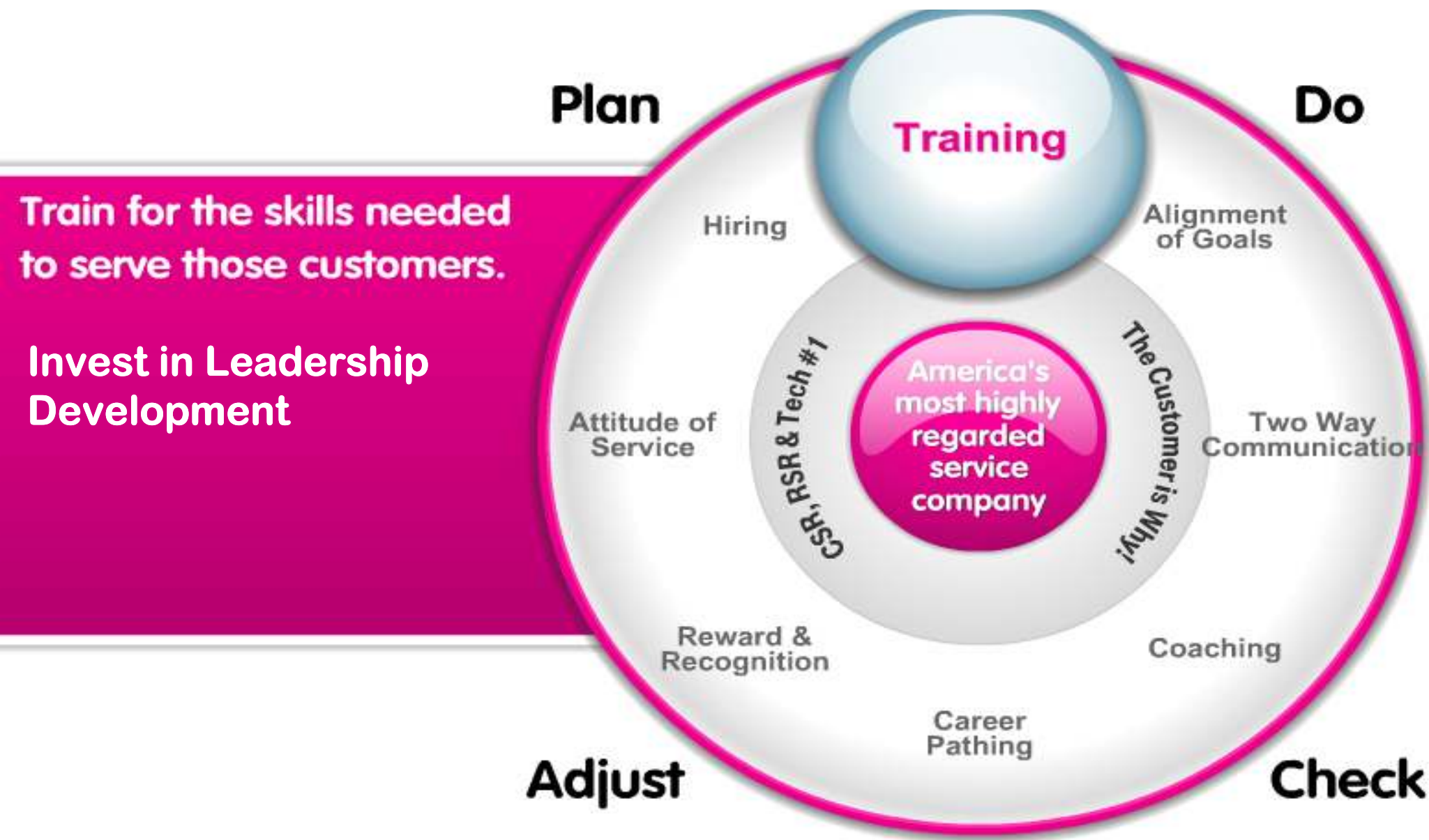
If you expect frontline employees to care for and serve your customers, show your frontline employees you care by serving them.



# Enabling Culture: Best Place to Perform



# Enabling Culture: Best Place to Perform



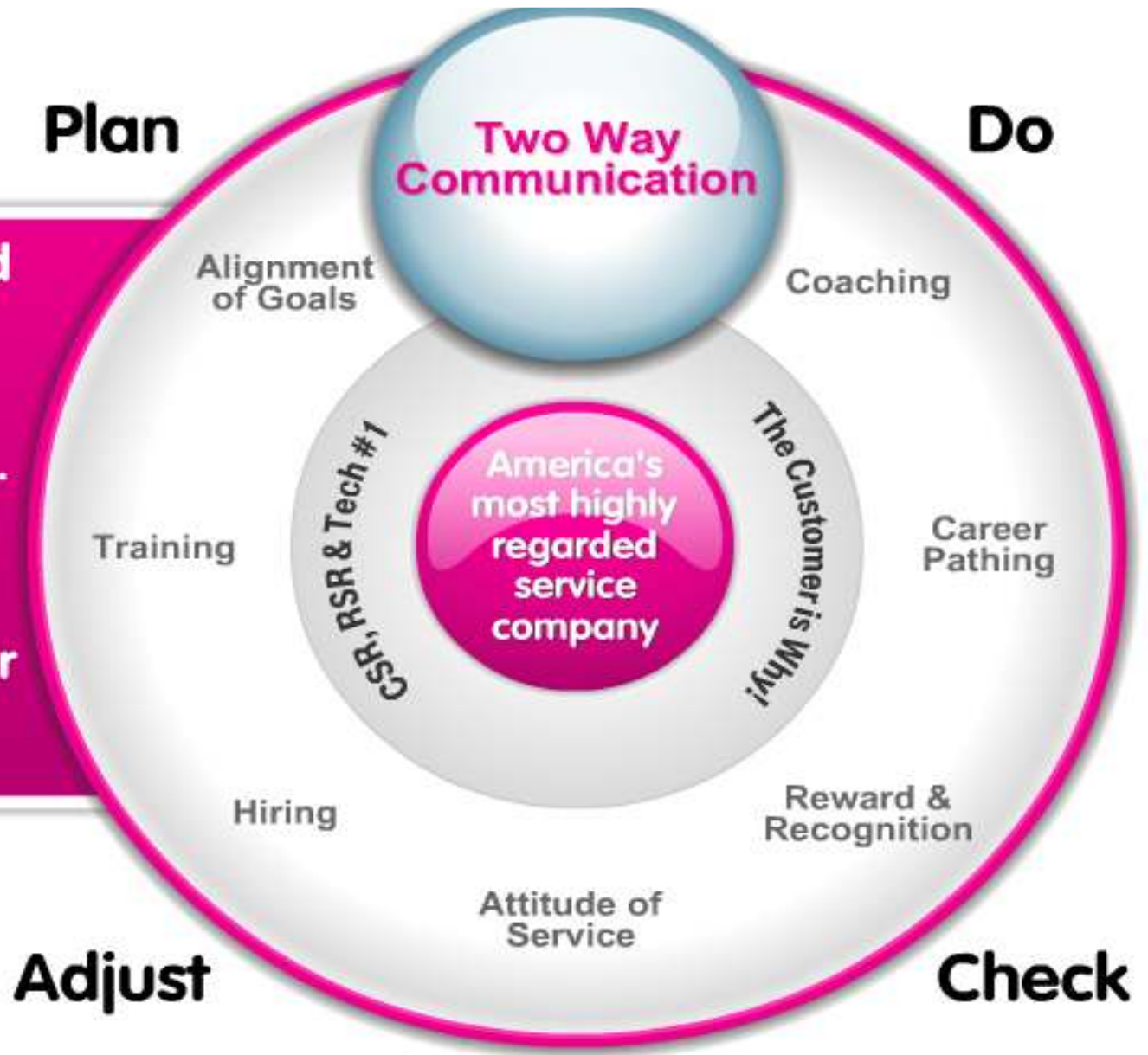
# Enabling Culture: Best Place to Perform

Create a golden thread that aligns company, department and individual goals so employees know how they can personally impact company success.



# Enabling Culture: Best Place to Perform

Keep employees informed about matters that affect them through open and honest communications ... Tell them the what and why, then check for understanding and ask for feedback.



# Mobile Tech Support Bundle

## C: Customer



- ✓ **Convenience:** I have one number to call for any device issue
- ✓ **High Satisfaction:** 95% “highly satisfied” vs. 61% carrier tech support
- ✓ **CSAT Scores:** 20 points higher than non-insured after a claim

## E: Employee



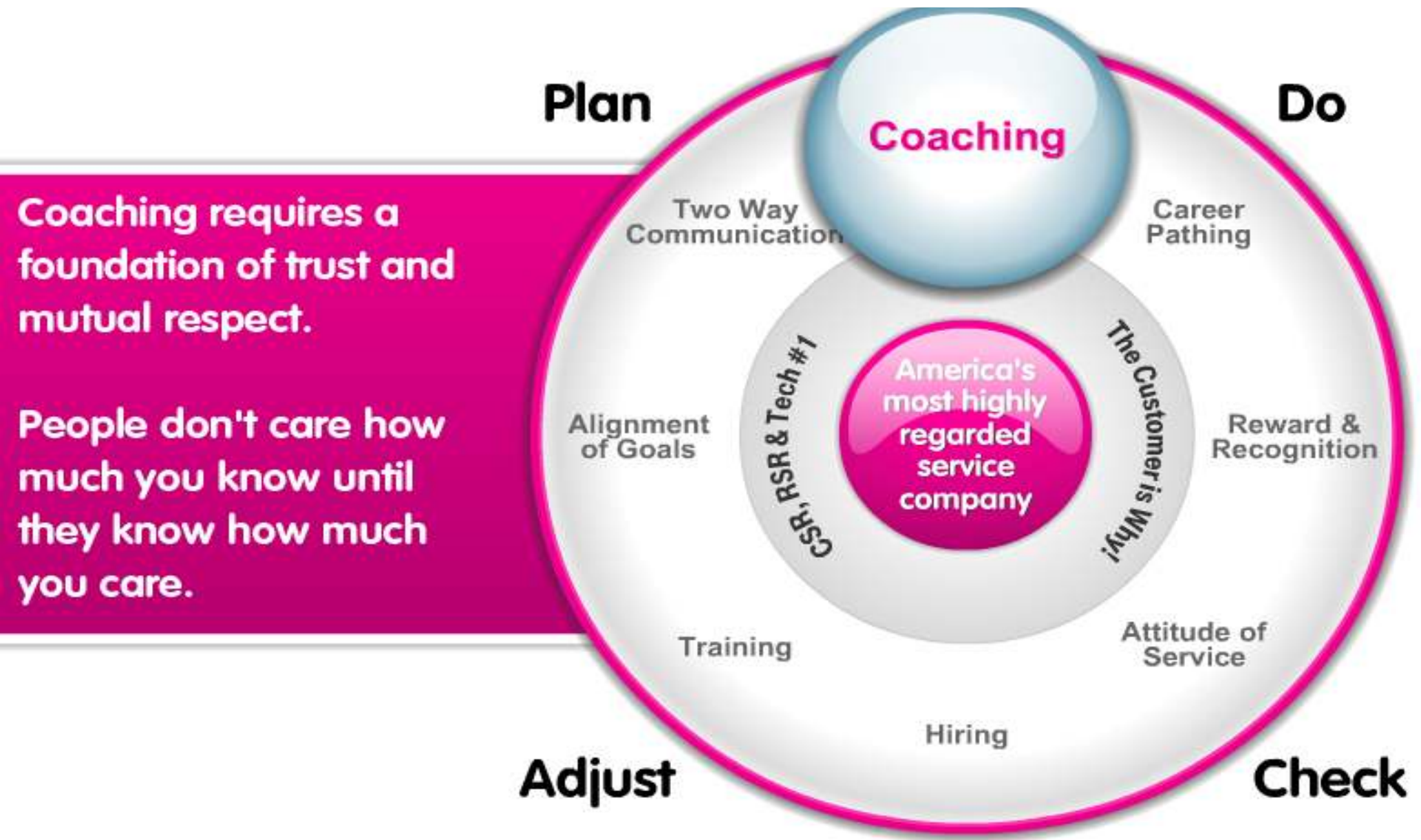
- ✓ **Fewer irate/frustrated customers**
  - ✓ **Make more money**
- ✓ **Company grows = more opportunities for me**

## O: Owner

- ✓ **Loyalty:** 40% of customers are more loyal after tech support experience
- ✓ **Reduced Buyer’s Remorse Returns:** 15% to 20% device return reduction
  - ✓ **Financial Benefit:** ~\$468M – profits, savings, churn reduction



# Enabling Culture: Best Place to Perform



Coaching requires a foundation of trust and mutual respect.

People don't care how much you know until they know how much you care.

# Leadership Competencies

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- **Contributes to Building Insightful Vision for Company**
- **Hired Gun Mentality**
- **Executive Maturity**
- **Builds Powerful Teams and Team Environment**
- **Senior Team Reliability (Peer Level Teamwork)**
- **Leadership Competencies Drive Results**



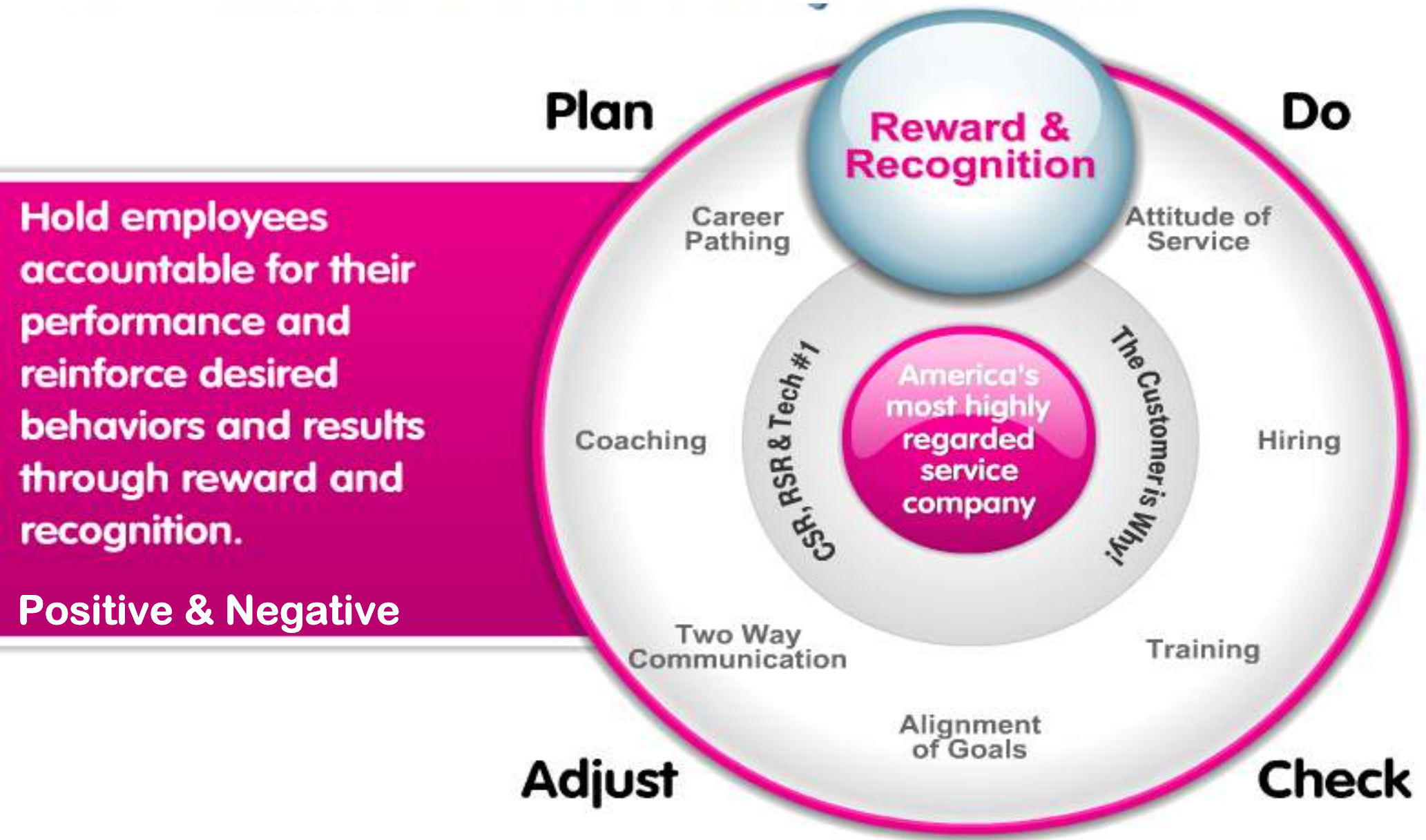
# Enabling Culture: Best Place to Perform

Give employees great opportunities to grow and achieve their personal goals.

Guaranteed 80/20 Promotions internal



# Enabling Culture: Best Place to Perform



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# Satisfied Employees

=

# Satisfied Customers

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Loyal  
Employees

=

Loyal  
Customers

The McGraw-Hill Companies

MARCH 3, 2008 | BUSINESSWEEK.COM

# BusinessWeek

## CONSUMER VIGILANTES

Fighting for truth, justice, and the right to speak to a manager **038**

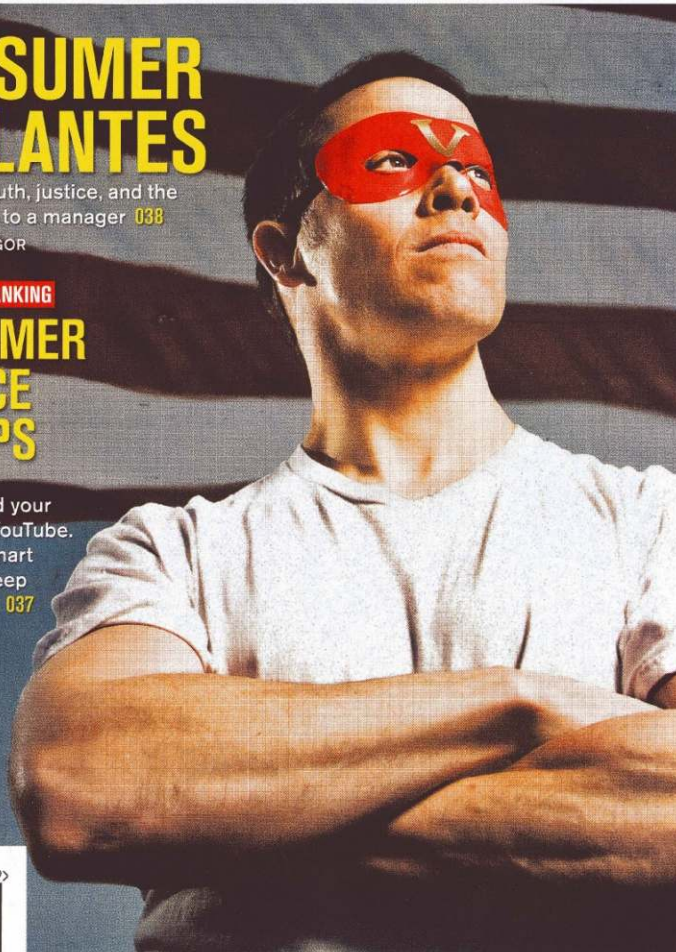
BY JENA MCGREGOR

OUR ANNUAL RANKING

## CUSTOMER SERVICE CHAMPS

These days, a snafu can land your company on YouTube. Here's how smart businesses keep clients happy. **037**

Justin Callaway went after Cingular with a video



# SEVEN IN A ROW!



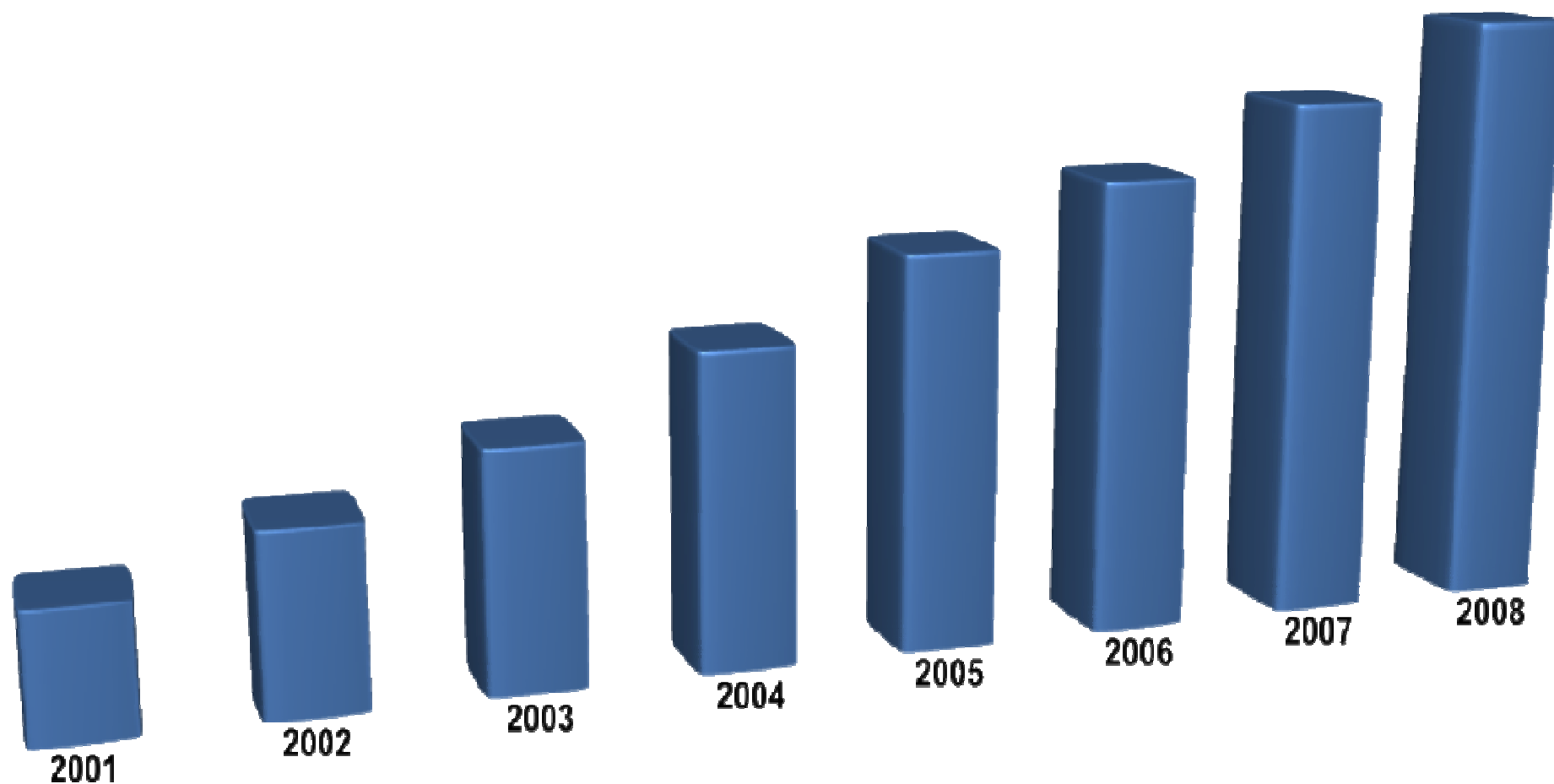
# congratulations business sales



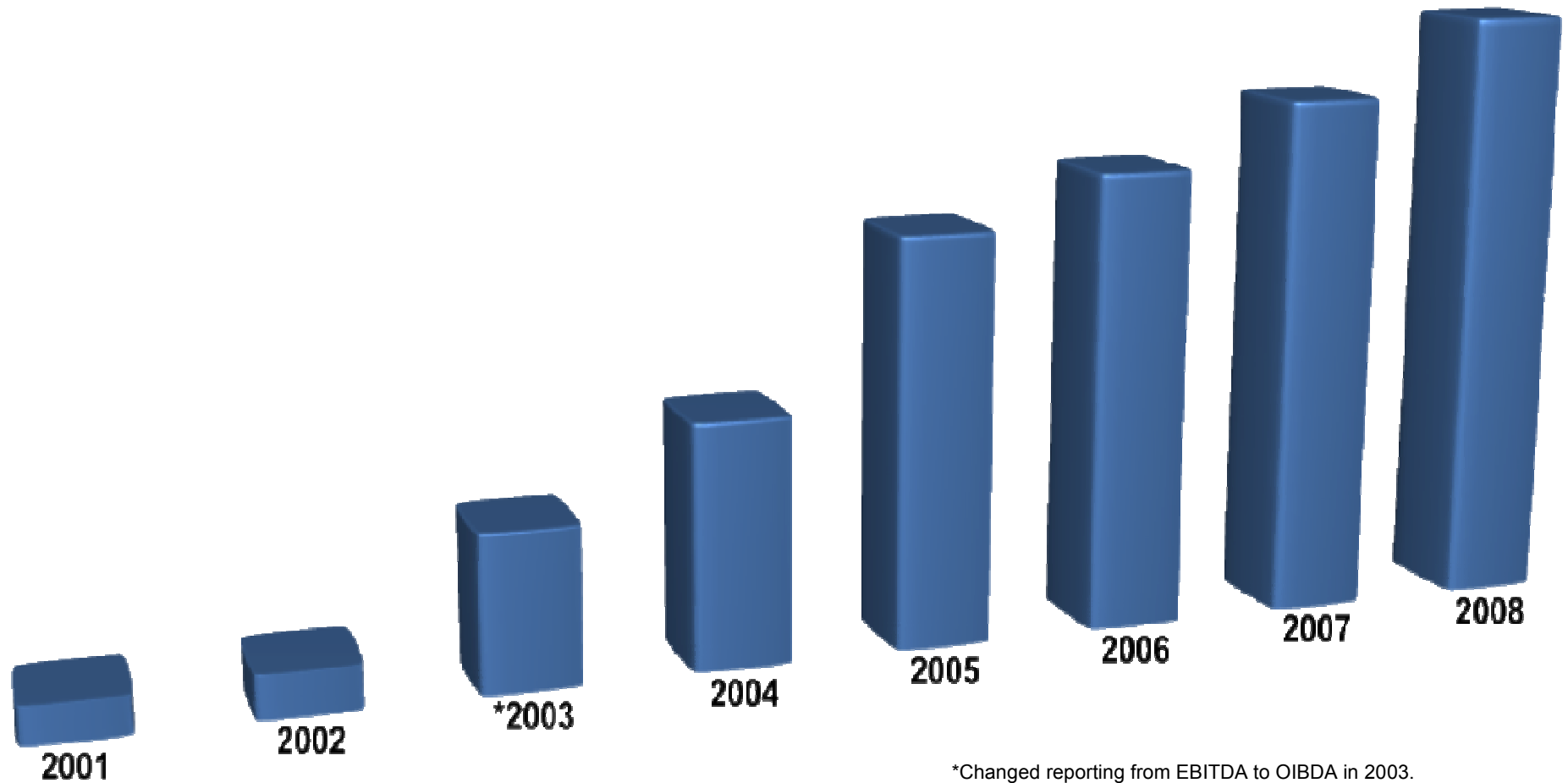
# congratulations retail



# T-Mobile USA Customer Growth



# T-Mobile USA Revenue Growth





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thank  
you