



# Improve customer satisfaction scores

## Large medical equipment company

### Rebecca's level of responsibility

Having sole responsibility for the design and implementation of this program, I worked closely with the department senior manager.

### Duration of the engagement

15 months

### The problem(s) presented

They wanted help increasing their customer satisfaction scores. Their bonuses were based on the customer sat scores and they'd missed getting one the year just ended. They wanted a longer-term solution than a short seminar.

### Steps in solving the problem

I suggested the Managers Discussion Guide Program, since it's a monthly discussion, led by each manager with his/her team. In a conference call early in the month, I walked through all the managers in that month's module so they can then lead the discussion with their team. The managers received a short discussion guide and team members received a few pages for their notes.

The discussions are designed to take 20-40 minutes, depending on the size of the group and the depth of the discussion. Each month focuses on a key customer service skill.

This global group of managers met with me via phone each month and I walked them through each month's module. I call it Just-In-Time Learning, as they didn't get the info before they needed to use it. There was no pre-work for them, which they appreciated. After they led the discussion with their group, they reported it on their Score Card so their manager could track their progress. In fact, the senior managers also participated in the program.

### Results Achieved

Over the course of the year, they were delighted to see the customer sat scores rise. At the end of the year, the cumulative score exceeded the target so they got their bonus. We all cheered!

Details at [www.ManagersDiscussionGuideProgram.com](http://www.ManagersDiscussionGuideProgram.com)

**Morgan Seminar Group**

1440 Newport Ave. ▲ San José, CA 95125-3329 ▲ 408/998-7977  
[Rebecca@RebeccaMorgan.com](mailto:Rebecca@RebeccaMorgan.com) ▲ [www.RebeccaMorgan.com](http://www.RebeccaMorgan.com)