



## Achieving a Sustainable Customer Service Culture

### UNITIVE CUSTOMER SERVICE BY DESIGN

A consistent and superior customer experience is a competitive advantage driving beyond satisfaction to customer loyalty. Sustaining a culture of service excellence is a big challenge. Having designed and executed service change initiatives around the world, Unitive brings practical experience, processes & tools to help you engage your customers:

#### Design - Understanding the Change

Working in unison with your executive team and core business to business customers, Unitive facilitates the articulation and refinement of your company's service strategy, change management, staff engagement & measurement plans.

Using a research based approach, We design the implementation end to end with you and your service chain.

#### Defining Best Practice

Change ultimately comes down to new behaviours being consistently utilised. Unitive tailors scorecard/s based on best practice in your industry, enabling clear expectations, evaluation and measurement.

#### Leading Change

Strong reinforcing leadership behaviour is the single most important factor in driving the success of the change agenda. Our solution ensures sustainable change by putting the platform and tools for evaluation, coaching and measurement of uplift into the hands of leaders, managers and change agents.

#### Training & Development

Additional to equipping and training leaders, Unitive enable you to engage your teams in their own development. Leveraging the insights and training needs analysis from our leadership platform we customise our 'Customer Excellence' program which can be delivered in a variety of formats. The leadership platform then provides the structure and accountability for the application of learning into continuous business improvement.

#### Digital Alignment

Your people are the face of your brand. In an age of digital customer experience it is easy to lose sight of how the overall experience works between human to human and digital channels. Mapping this clearly shows where handovers and touch point failures can occur. We are specialists in service management and can have integrated with ServiceNow and other toolsets

#### Measuring Results

Using the platform to baseline and measure uplift, you can confidently report on improvement, identify areas requiring focus, all linking to improvements in NPS, CSAT and other standards of measure.

#### References

Unitive's successful implementations means happy customers who are happy to be our advocates. Talk to Unitive today to explore how we can partner for service excellence in your organisation.