

Solution Advisor Programme for Global Service

Increasing customer loyalty and contract penetration through more effective communication by Service People

Background

A global \$3bn manufacturer of diagnostic solutions for life sciences and silicon chip industries with service teams has a strategy to drive customer loyalty and hence value through the services that support its products. The service organisation reflects the science based nature of its clients, by hiring highly qualified engineers at minimum with a degree and often with a PhD



Business Challenge

To increase service contract penetration from single digit levels to 30-40%, by leveraging the strong relationships and knowhow of the service organisation

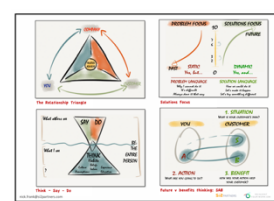
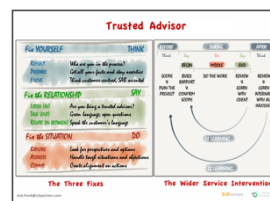
Solution

Si2 began the implementation of Trusted Advisor programme in Europe, North America and Asia. Initially, the goal was to support the regional service directors in developing behaviours that would help technical people foster collaboration and bring more value to the customer and hence the company. Si2 first engaged with the managers to understand their specific challenges and in particular the context and examples of work situations that their team members found themselves in. From this we developed and implemented a 2-day workshop environment where team members discovered and understood for themselves:

- What is a Trusted Advisor and Why the company was making this investment
- The words and phrases of collaboration within their own culture which we call GREEN language
- How to deliver the mindset for exceptional customer care - The 3 Fixes
- An easy tool for dealing with tricky situations - SAB



This workshop was NOT a training. There were no desks, no powerpoint or lectures. Instead we create a learning environment where team members develop skills, methods and understanding through activities, small group discussions and role play. Their takeaway is knowledge, experience and a simple A5 laminated card, which they often keep for years!



4 months after the workshop we held a virtual refresh session with the participants, in which they reviewed and shared their real Trusted Advisor experiences.

In between we ran 1 on 1 coaching sessions for the managers on how to re-enforce the Trusted Advisor mindset, as well as the participants who wanted to further develop their capabilities.

The following year we set up another series of workshops to review, practice and build more advanced Trusted Advisor capabilities. And the following year the programme became embedded in the Service Meeting environment.

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Outcomes

The outcome has been very high engagement with 110+ participants whose satisfaction levels has been greater than 90%. This engagement has driven a commitment from the client to invest in a multi-year programme that since 2018 has enlarged in content, regions and teams. An Examples of this progression has been:



Timeline

- + 1 year: Trusted Advisor ,the next level Workshop - providing valuable service options to customers
- +2 years Collaborate to Perform: Virtual programme focused on team building & solving local team challenges
- +2 years: Facilitated Service Meetings incorporating learning programmes
- +2 years: Elevating performance Programme - Virtual programme to facilitate the service leadership discussion and development
- +3 years: Collaborate to Perform: Virtual programme focused on team building & solving local team challenges
- +3 years :Resolving Conflict: Finding Common Ground, managing stress
- +4 years: Structured Problem Solving as a Trusted Advisor

The business outcome has been to dramatically increase contract penetration, and a more engaged service team.

Conclusions

The longevity of the programme has been due to it's ability to flex in an engaging manner to the particular priorities of a team and a region, but within a common company wide trusted advisor mindset. At it's basis is learning through doing and teamwork to influence culture. The basic principles of the tools and methods are easily converted and related to the different cultures found across a global organisation such as this.

Benefit of working with Si2

Si2 has acted as a catalyst for unleashing the inherent knowledge within the organisation. We have done this through listening, co-creating & delivering engaging workshops experiences, high levels of facilitation, as well as input based on our own extensive leadership experiences within a variety of service businesses.



Interested

Contact us at info@Si2partners.com for a review of your needs and a quotation