



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Leadership—**

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

- **Accountability—**

Demonstrates personal responsibility. Holds self and others accountable.

- **Customer Experience—**

Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and long-term relationships.

#### RELATED COMPETENCY CATEGORIES:

- **Communication—**

Practices active listening supported with meaningful oral and written information.

- **Interpersonal Skills—**

Displays a consistent ability to build solid relationships inside and outside the organization.

- **Results Oriented—**

Passionate about winning. Dedicated to achieving all-win solutions to situations.

# Overcome Obstacles to Customer Service

## SUMMARY

One powerful tool for solving service problems through collaboration and consensus is called the affinity process. This four-step model starts by helping you clearly identify the problem, rather than just the symptoms. Then you seek root causes so that you can focus on the underlying issues that create process and organizational barriers. Before jumping into action, you capture input from a variety of perspectives to identify all the possible solutions. Next, you look for ways to build consensus on the best possible solutions and present your case with convincing evidence. Finally, you communicate effectively with your teams to assure that associates are ready, willing, and able to sustain the initiative.

## CONTEXT

Customer service managers are often so busy putting out fires that they can't seem to take the time to solve the root causes of barriers to their service teams. If you continue to focus on the most pressing need of the day, you will never be able to lead your service teams effectively. Good managers take the time to resolve recurring issues, and use the collective power of the team to make life easier for everyone.

---

### At the completion of this module, participants will be able to:

- Identify challenges to providing outstanding customer focus
- Launch an initiative to implement solutions
- Use a tool to collaborate and gain consensus on solutions

*“Customers who don’t absolutely adore you are more detrimental to your business than those who belong to your competitors. The latter might give you a chance in the future, but the former have already tried you and found you lacking.”*

—Jeanne Bliss