



# *Unleashing* **UNBELIEVABLE!**

**Masterclass**

**Summary Slides**



# Unleashing Unbelievable: Masterclass

Key Learning Points include:

1. A common language for service
2. A clear definition of “service excellence”
3. Service is more than improving process and scripts
4. Experience can be enhanced at very precise points

These points apply to all levels in an organization.

*Unleashing*  
**UNBELIEVABLE!**



# Build a common service language



**How good is your service?**



**How good do you want it to be?**





# The Six Levels of Service™

**UNBELIEVABLE!**

**SURPRISING**

**DESIRED**

**EXPECTED**

**BASIC**

**CRIMINAL**

**Common language for  
service excellence**

**Evaluate current levels  
of Service you provide**

**Commit to Stepping UP!**



# The Six Levels of Service™

**UNBELIEVABLE!**<sup>®</sup>  
**SURPRISING**  
**DESIRED**  
**EXPECTED**  
**BASIC**  
**CRIMINAL**

Unbelievable is WOW!

Surprising is something special.

Desired is what customers prefer.

Expected is just average.

Basic is the bare minimum.

Criminal is below the bare minimum.



# Common Service Language

The only measure I care about during the first year is this;  
am I hearing this language in our day-to-day discussions?

Chief Executive Officer  
Global Manufacturing Company

*Unleashing*  
**UNBELIEVABLE!**



**UP** Service is taking action to create value for someone else







Service excellence is taking the next step UP to create more value for someone else





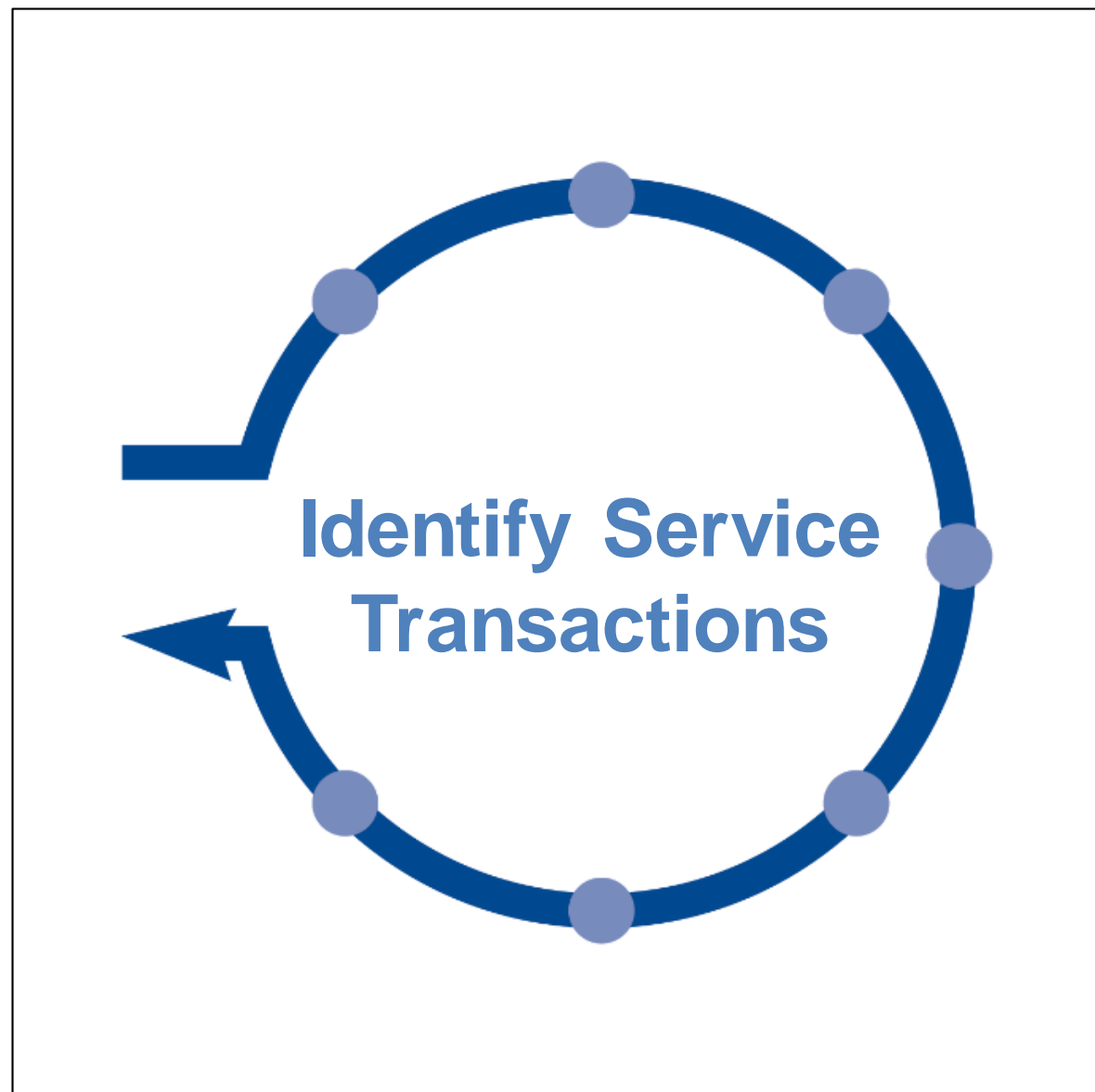


# Excellence is striving to Unbelievable!

**UNBELIEVABLE!**<sup>®</sup>  
**SURPRISING**  
**DESIRED**  
**EXPECTED**  
**BASIC**  
**CRIMINAL**



# Mapping Perception Points™



**To reduce complaints**

**To increase compliments**

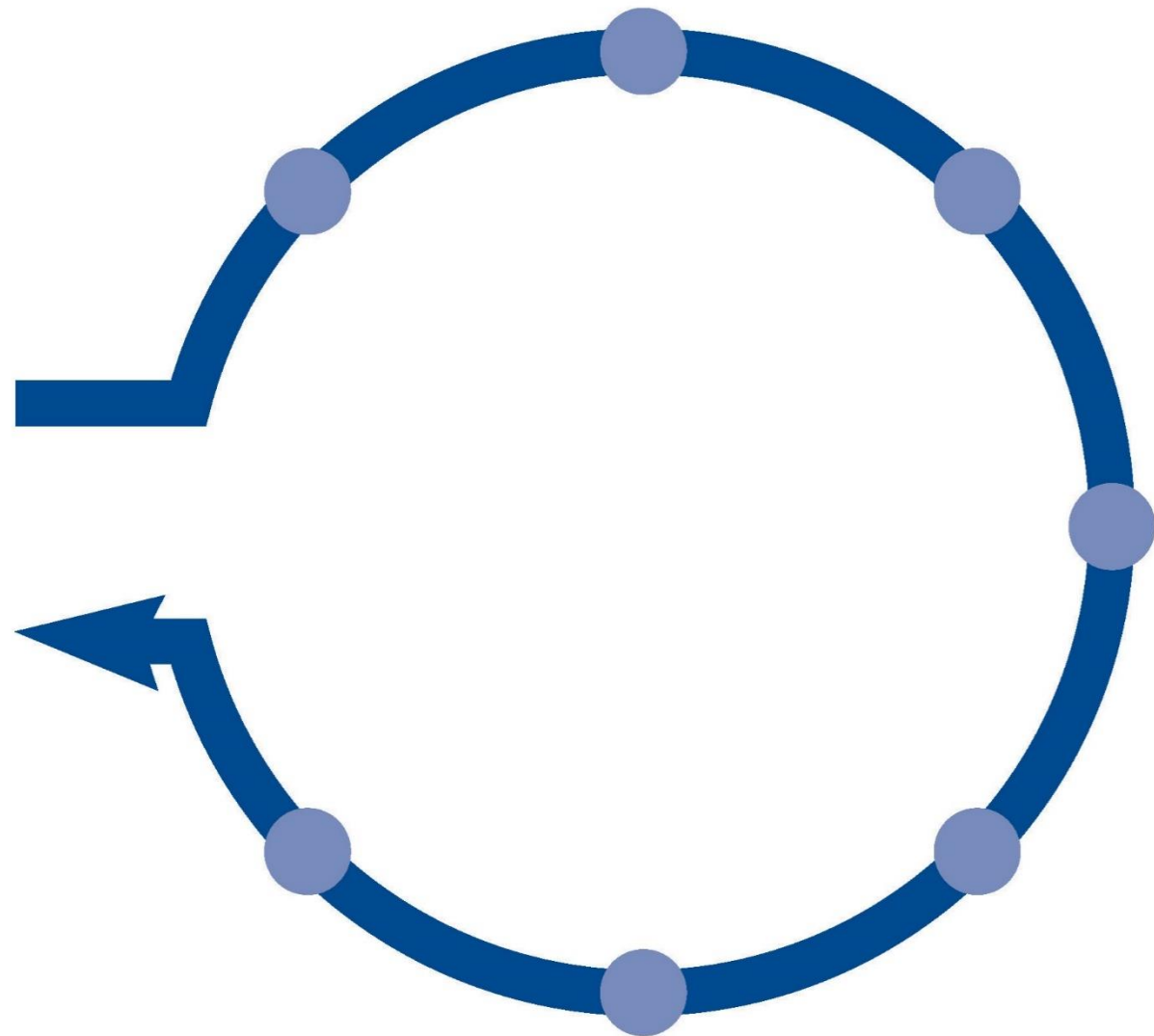
**To add more value**

**To differentiate**





# Your Perception Points™



**Every Service  
Transaction™ is a  
natural sequence of  
Perception Points™**



# Your Perception Points™



**A Perception Point™  
is anytime someone  
notices something and  
forms an opinion**





# Perception Points™ in a Service Transaction™

Name : \_\_\_\_\_

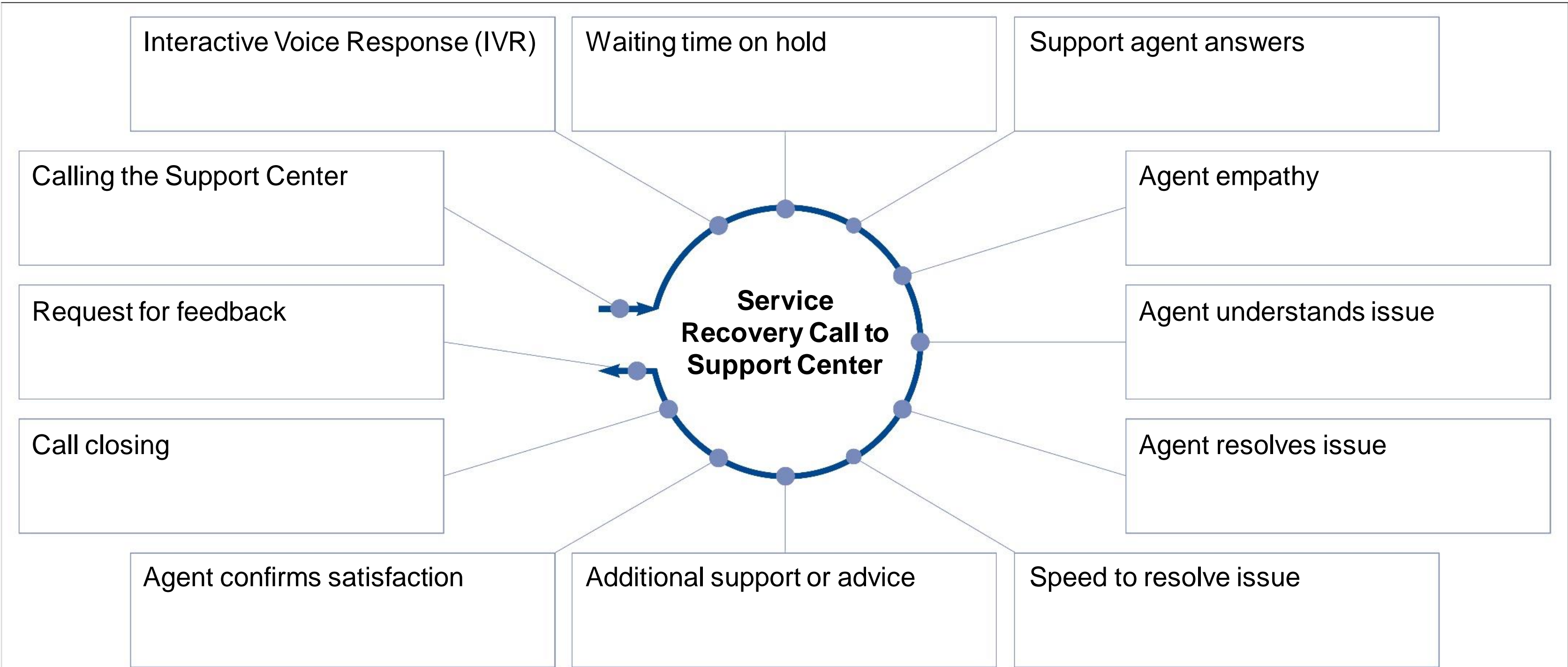
Date : \_\_\_\_\_

Who are the service providers?

**Support Center Agent**

Who is being served?

**Customer with technical product breakdown**





# Perception Points™ in a Service Transaction™

Name : \_\_\_\_\_

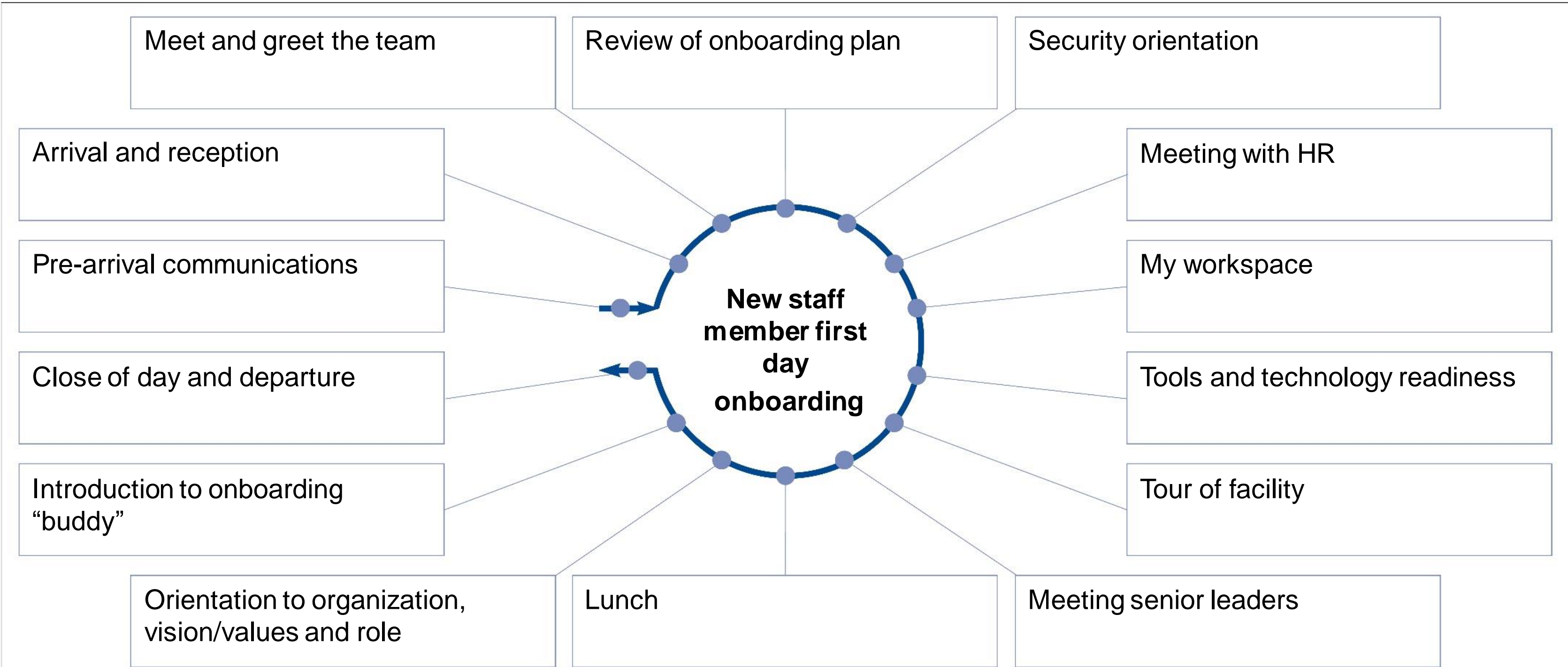
Date : \_\_\_\_\_

Who are the service providers?

**Team Leader, Team, HR, IT**

Who is being served?

**New staff member**





# Perception Points™ in a Service Transaction™

Name : \_\_\_\_\_

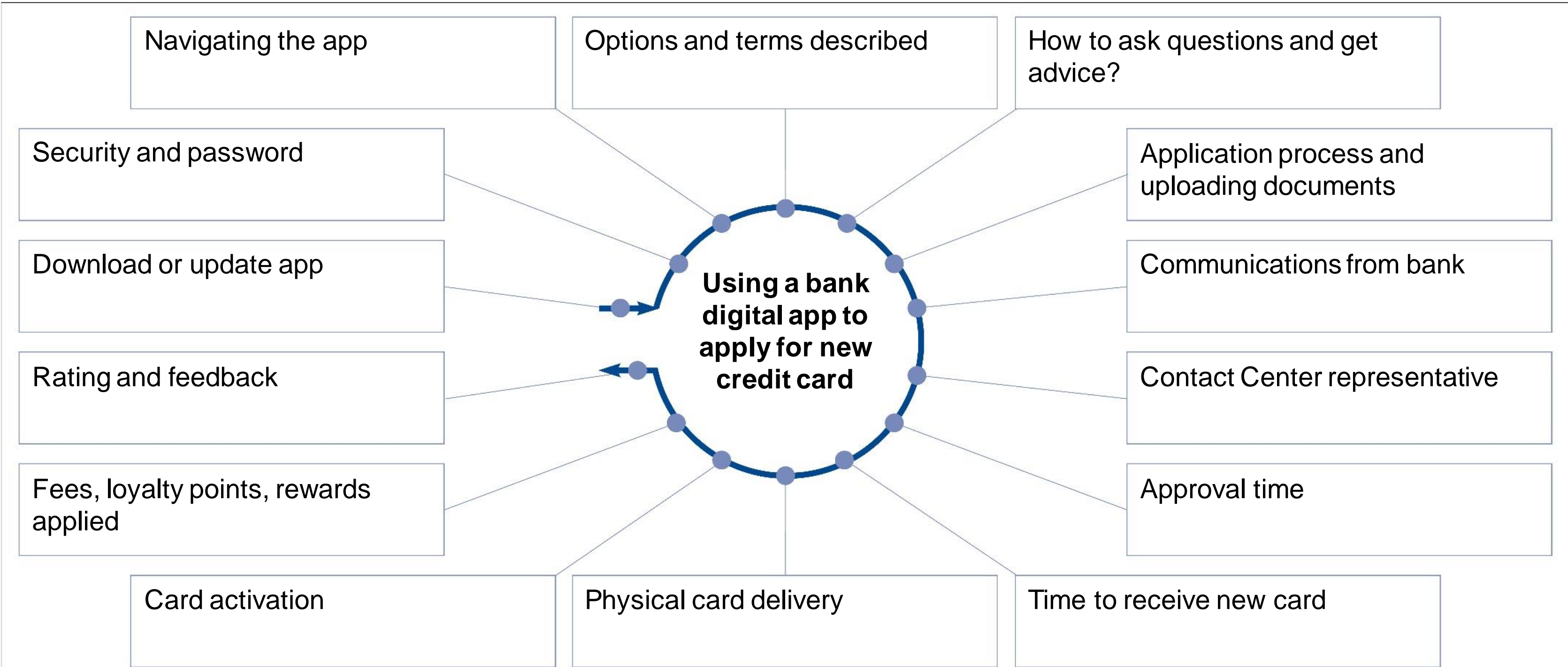
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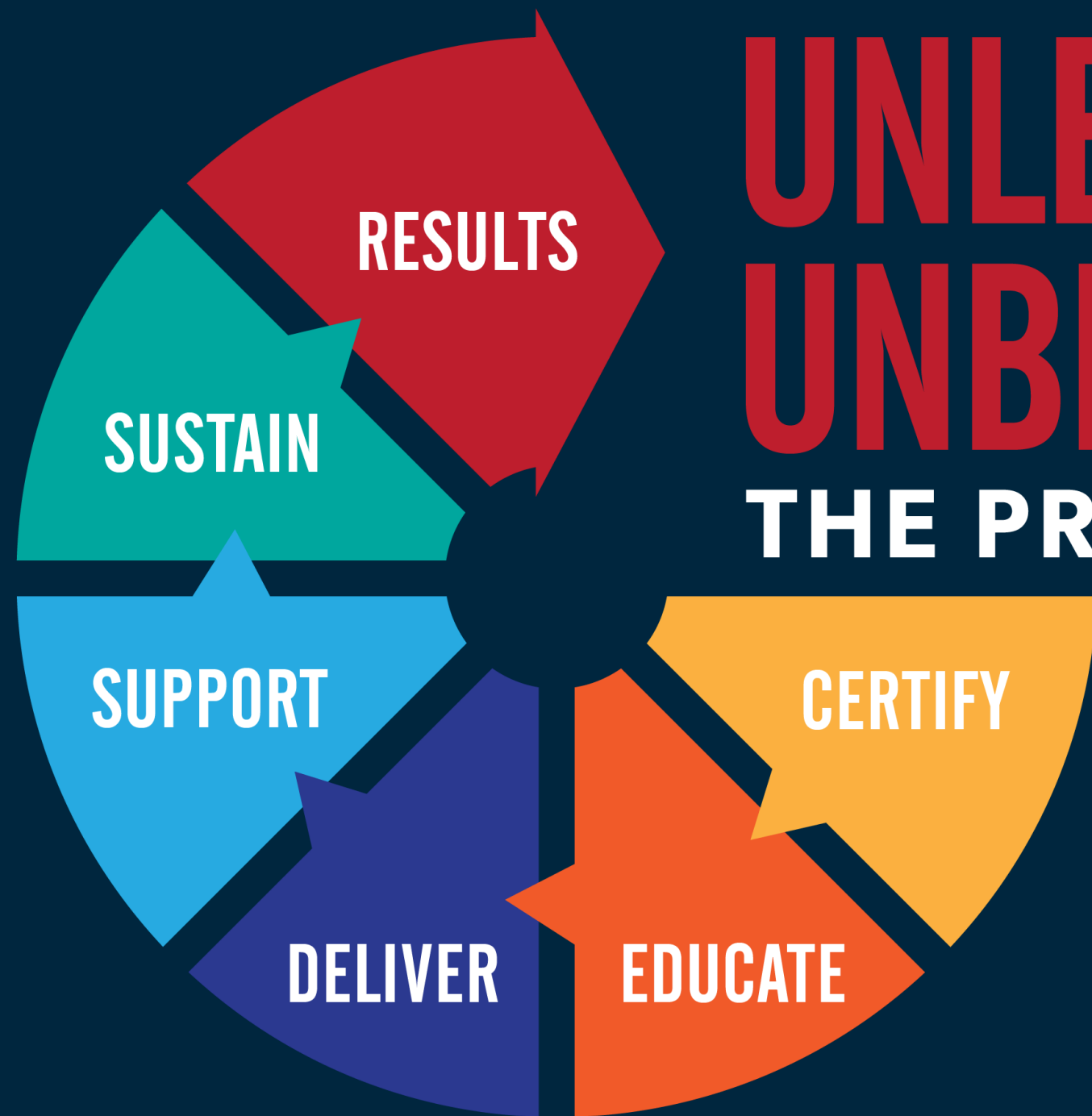
Who are the service providers?

**Bank digital app and staff**

Who is being served?

**Bank customer**





# UNLEASHING UNBELIEVABLE

## THE PROVEN PATH





# Proven successful around the world

Uplifting Service works across industries to harness the power of service excellence and service culture.



## Financial Services

- AIA
- BNP Paribas
- FGB
- NTUC Income



## Hospitality

- LUX\* Resorts
- Marina Bay Sands
- Raffles Hotel
- Singapore Tourism Board



## Transportation

- Singapore Airlines
- Changi Airport
- Air Mauritius
- Fiji Airways



## Technology

- NIIT Technologies
- Microsoft
- Wipro
- CISCO



## Telecommunications

- Singtel
- Globe Telecom
- Nokia Siemens Networks
- Crown Castle



## Manufacturing

- BASF
- General Motors
- Johnson & Johnson
- Pall Corporation



## Business Services

- Xerox
- Steris
- Comfort Systems
- KONE



## Retail

- CapitaMalls
- Sunway Group
- TheBrandHouse

# UP! Measurable and Valuable Results



## Strong Financial Performance

- 272% increase in top-line revenue (LUX\*)
- 53% gross profit growth. 52% net profit growth (Xerox)
- 10% increase in market share (Globe)
- US\$8 million profit from \$30 million loss in 24 months (Air Mauritius)



## Unique Brand Distinction

- Best in Customer Experience industry awards (Globe)
- CSAT scores from worst to best in 12 months (Singtel)
- Top-10 ranking in TripAdvisor (LUX\*)
- Skytrax rating from 3-Star to 4-Star (Air Mauritius)



## Great Customer Experiences

- 185% customer compliments increase (NTUC)
- Complaints-to-Compliments Ratio from 1:1 to 1:12 (Air Mauritius)
- 32% Net Promoter Score increase (AIA)
- 25% Customer Effort Score improvement (AIA)



## High Employee Engagement

- 16% increase in 'opportunities to give my best every day' (NIIT)
- Employer of Choice (Cisco)
- People Development Program of the Year (AIA)
- 5% decrease in employee attrition (Air Mauritius)



## Healthy Company Culture

- 2000+ new ideas to improve internal and external service (NIIT)
- 150 service improvement projects to improve efficiency and CSAT. (FGB)
- Customized service education in 8 regions across 304 branches for 10,000 participants (HBL)





# UNLEASHING UNBELIEVABLE

**CERTIFY** selected team members to lead others in service improvement.





# Uplifting Service Leaders







# Who are the Uplifting Service Leaders?

- **ROSEMARIE**, Investor Accountant
- **PAMELA**, Training Manager
- **WILLIAM**, Senior Flight Attendant
- **JULIA**, Head of Service Transformation
- **BEATRIZ**, Contact Center Manager
- **DAN**, Director of Finance
- **CARME**, Six Sigma Program Manager
- **FREDERIQUE**, Manager, Bank Operations
- **SHEREEN**, Head, Customer Experience
- **JOHN**, Regional Sales Manager
- **PAUL**, Field Service Manager
- **MARIA**, Head of Store Operations
- **FATIMA**, Branch Manager
- **KELLY**, VP Learning and Development
- **CESAR**, Compliance Analyst
- **RAVI**, Technical Support Manager





# What do Uplifting Service Leaders do?

1. Uplifting Service Leaders conduct workshops to teach a common service language, shift mindsets, develop new skills, and drive innovation in service.







# What do Uplifting Service Leaders do?

2. Engage, support, and coach leaders to gain their ongoing support for a culture of continuous service innovation.







# What do Uplifting Service Leaders do?

3. Be a role model and champion for the spirit and practice of Unleashing Unbelievable!







# Online Leader Certification

Certification: The Six Levels of Service UP UPLIFTING SERVICE.

**My Lessons** Hide

**01. INTRODUCTION**

- Being a Certified Workshop Leader
  - Watch: Welcome to the Workshop Leader Certification Program
  - How will you get certified?
  - Watch: "Let's get started"

**02. UNDERSTAND THE SIX LEVELS OF SERVICE WORKSHOP**

- Welcome and Introduction to The Six Levels of Service
- We Live in a World of Service
- The Definition of Service
- Service Transactions
- The Six Levels of Service - Part 1

**Progress**

MQ 0% COMPLETE

Show Details

- Helpful Resources
- Notes
- Ask Question

SUPPORT SIGN OUT

INTRODUCTION  
Being a Certified Workshop Leader

4:05





# Proven Principles, Tools, and Workshops

PRIMARY PRODUCTS	DELIVERY SYSTEMS
SERVICE MINDSET	ONGOING RELATIONSHIP

**The Four Categories of Value™**



**Your Perception Points™**

**TAKE PERSONAL RESPONSIBILITY**

~~EXCUSES~~  
~~SHAME~~  
~~BLAME~~

**Take Personal Responsibility – TPR™**



**The Four Styles of Service™**

**UNBELIEVABLE!**

**SURPRISING**

**DESIRED**

**EXPECTED**

**BASIC**

**CRIMINAL**

**The Six Levels of Service™**




**Building Powerful Partnerships™**




**CLEAR KEPT PROMISES**

**Managing Customer Expectations™**



**The Cycle of Service Improvement™**

**Bounce!**



**Bounce! with Service Recovery™**



**AMBASSADOR**

**SUPPORTER**

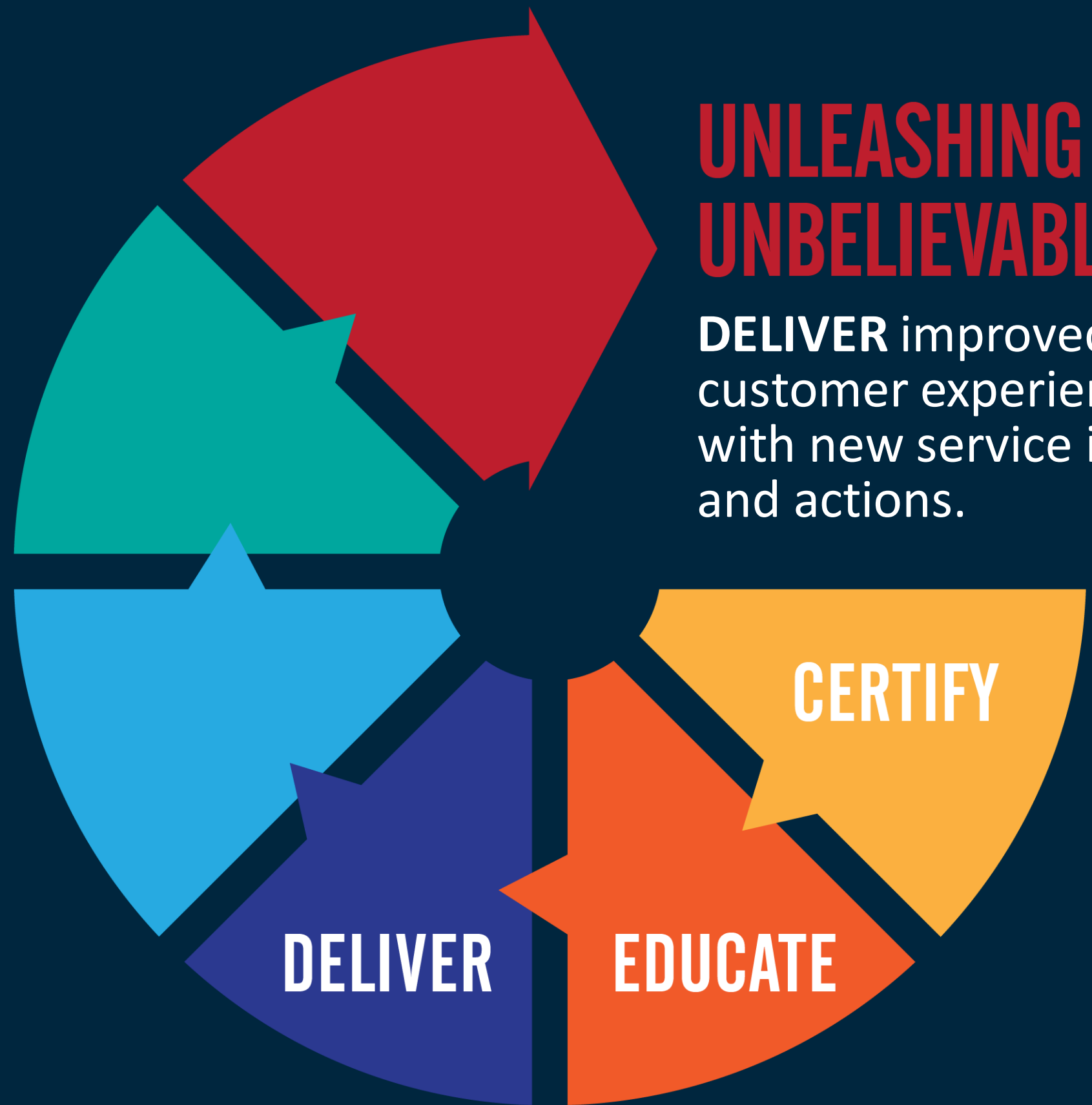
**NEUTRAL**

**DEFECTOR**

**ADVERSARY**

**UP the Loyalty Ladder™**





# UNLEASHING UNBELIEVABLE

**DELIVER** improved customer experiences with new service ideas and actions.

**CERTIFY**

**EDUCATE**

**DELIVER**

# UP Deliver Service Excellence Results

**UP YOUR SERVICE. The Six Levels of Service™**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Choose an external or internal Service Transaction™

<b>EXPECTED</b> is just average.	<b>UNBELIEVABLE!</b> is WOW!
<b>BASIC</b> is the bare minimum.	<b>SURPRISING</b> is something special.
<b>CRIMINAL</b> is below the bare minimum.	<b>DESIRED</b> is what customers prefer.

UNBELIEVABLE!  
SURPRISING  
DESIRED  
EXPECTED  
BASIC  
CRIMINAL

**UP YOUR SERVICE. The Four Categories of Value™**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

<b>PRIMARY PRODUCTS</b> The main reason people come to you for service.	<b>DELIVERY SYSTEMS</b> The systems you use to serve other people.
<b>SERVICE MINDSET</b> The way you think, speak, and treat other people.	<b>ONGOING RELATIONSHIP</b> Your efforts to build connections over time.

**UP YOUR SERVICE. Your Perception Points™ In a Service Transaction™**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

How can you create better first impressions and last impressions?

How can you do it? (Use The Four Categories of Value™)

Service Provider: \_\_\_\_\_

Customer: \_\_\_\_\_

When can you do better? (When, Where, and How?)

Which level of service will add value at each Perception Point?

**UP YOUR SERVICE. Bounce! with Service Recovery™**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Identify a situation to Bounce! with Service Recovery.

What "something extra" can we provide?

How will we show our concern?

How will we fix the problem?

What went wrong? Who was affected?

**UP YOUR SERVICE. Take Personal Responsibility™ - TPR™ for Uplifting Service**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

When can you or your team Take Personal Responsibility™ (TPR)?

**TAKE PERSONAL RESPONSIBILITY** when we achieve our goals to create a difference!

**EXCUSES** are just excuses to avoid taking personal responsibility!

**SHAME** is how you feel when you avoid taking personal responsibility!

**BLAME** is how you feel when you avoid taking personal responsibility!

TAKE PERSONAL RESPONSIBILITY  
EXCUSES  
SHAME  
BLAME

**UP YOUR SERVICE. UP the Loyalty Ladder™**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

When do you want to climb UP the Loyalty Ladder?

**AMBASSADOR** This is what you want your customer to say about your business!

**SUPPORTER** This is what you want your customer to say about your business!

**NEUTRAL** This is what you want your customer to say about your business!

**DEFECTOR** This is what you want your customer to say about your business!

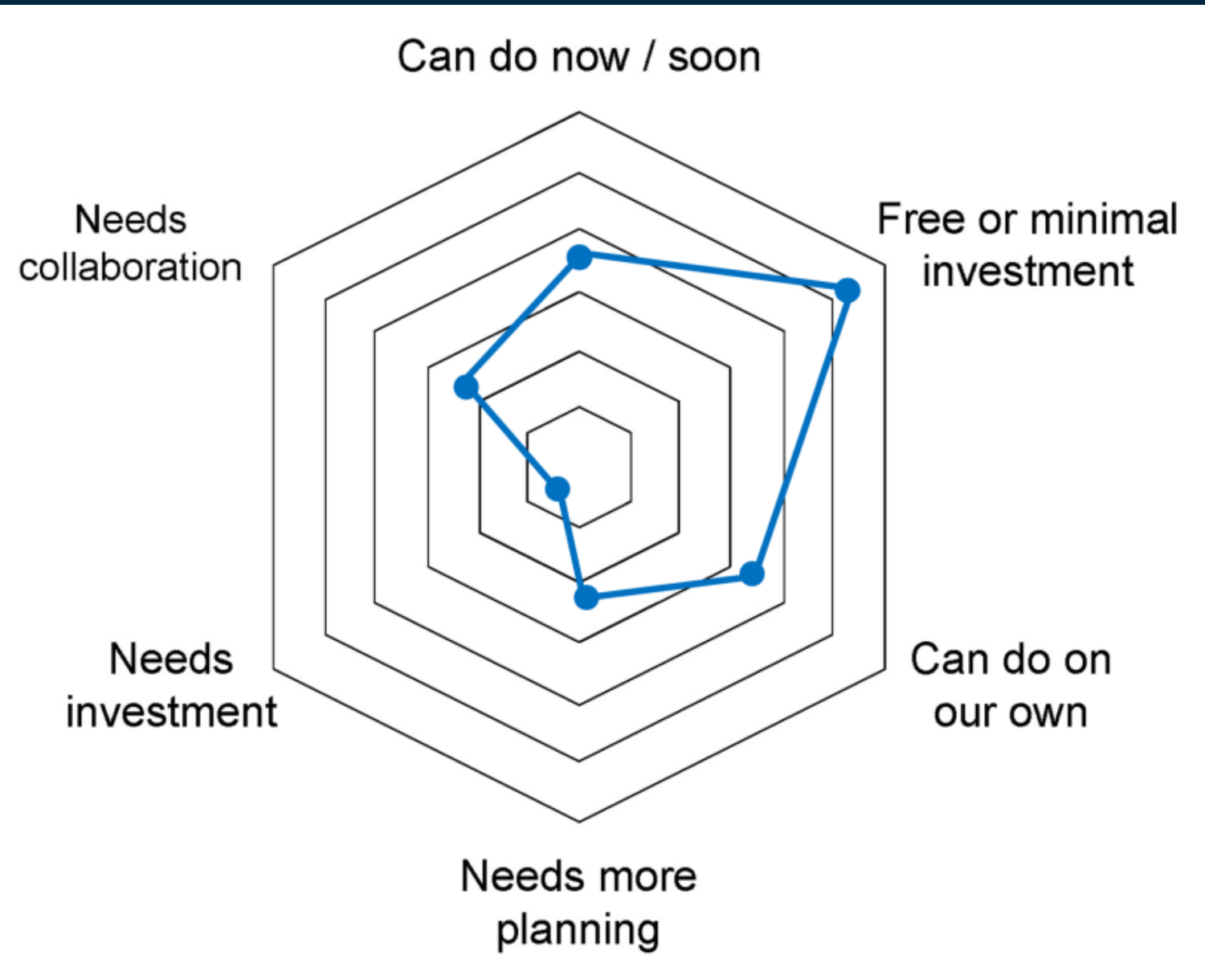
**ADVERSARY** This is what you want your customer to say about your business!

AMBASSADOR  
SUPPORTER  
NEUTRAL  
DEFECTOR  
ADVERSARY





# Generate Service Improvement Ideas



Every UP workshop generates new ideas for Stepping UP to the next level of customer experience.

More than 65% of the ideas are identified as quick wins.





Who are the Uplifting Service  
Leaders on your team?

To learn more about becoming  
an Uplifting Service Leader:

[Masterclass@UpliftingService.com](mailto:Masterclass@UpliftingService.com)

