


# **GUIDELINES FOR LEADING AN EMPLOYEE MEETING ON CUSTOMER SATISFACTION**

## **Assemble Your Employee Group**

Quickly take people through the running order for the meeting, and remind people of when it will end. This is especially useful for anyone watching a recording later. At this time, you can also prompt people to think about questions

 **Main topic of discussion** — Next, tackle the main topic – Customer Satisfaction. Remind your group about the recent online training and how an ongoing focus on customer satisfaction is vitally important to the business:

Customer Satisfaction is what creates happy returning customers that- Pay the bills, keep the business growing, help us beat the competition, maintains our positive reviews and reputation, costs us less than generating new customers. With an intense focus on customer satisfaction, we can be the most competitive in our area/industry etc.

Customer Satisfaction is the overall impression formed by the complete customer experience including Structural Factors, Process Factors and Human Factors. Employees are on the front line with having the strongest influence on Human Factors, but can also make suggestions and share data about structural and process factors that can be improved as well.

Remind Employees that while they are the primary interface and ambassador with customers, they can also be vital in gathering information about how customers are reacting, what they buy most, what they are asking for that we don't have etc. It is important for them to notice and prepare to share this kind of information at these meetings so you can improve.

Try to create an accepting and open environment about sharing 'how we are doing' and 'what is working' information in regards to internal

systems and processes that affect customer satisfaction (transaction times etc.). Makes sure to encourage sharing without blame or judgement. Make sure to acknowledge those employees who have more successful methods and processes and ask them to continue to share what works well with other employees.

**Recognize some special or exemplary actions** individual employees have taken regarding customer satisfaction. Things you've noticed, things customers have noticed, any changes that reflect an improvement in customer satisfaction practices for customers.

**Take the time to ask about each area of the Values of Excellence** and how you are doing. This is a good time to share some highlights with what employees have mentioned or general issues in common from the training course.

Quality

Value

Timeliness

Efficiency

Environment

Ease of Access/Connection

Commitment To the Customer

Self-Management

Teamwork

Innovation

If you have customer feedback cards or perhaps anecdotal customer comments or complaints, this is a good opportunity to share them – making sure to relate each comment to the one or two Values of Excellence that are affected. If you have frequent meetings you might want to make the main topic for each separate meeting one of these values- “Ideas for increasing Timeliness” etc.

You can ask for some general brainstorming on ways to handle particular complaints or ongoing issues so you might be able to try another approach. While you aren't going to authorize every little idea for change, the important

thing is to help employees feel like they are part of the improvement process and that their ideas are valued.

Importantly, it is always good to generate discussion of how particular things are done elsewhere by the competition etc. and what different methods or approaches employees might have experience with when they were working with someone else.

If you are in the process of bringing in changes or improvements, these meetings are a good opportunity to introduce and discuss them – especially where they will directly impact one of the Values of Excellence. Introducing new Value incentives, recognizing customer birthdays, new equipment organization etc.

☆ **Team achievements and celebrations** — While everyone is together, celebrate people's hard work, teamwork, and progress. Your staff meeting is a great opportunity to highlight team accomplishments and personal achievements. Ask people to use it to nominate themselves or a coworker for a call out or special acknowledgement for a particular customer satisfaction event or achievement.

🗨️ **Space to ask questions** — Open up the floor and encourage people to ask questions at your staff meeting. Let people ask questions, make suggestions, and share ideas in real time, but also invite anonymous submissions anytime.

📅 **Upcoming events and meetings** — Close your meeting with information about the next one. Share details about the next staff meeting and what to expect.

Staff meetings can become a one-way conversation easily — especially if your audience isn't engaged. Remember to try for maximum engagement rather than a one-way lecture. Try and draw out each employee so participation isn't totally dominated by one or two more vocal participants. Check for understanding with everyone – especially with new changes and don't be afraid to repeat and re-emphasize all of the important points.