

Do you have a powerful Service Improvement Process?

A service improvement process drives continuous service innovation and new actions.

Service Improvement Process is the Building Block that drives service innovation. It's a continuous progression of issues, questions, projects, and invitations to connect people with your Service Vision, and help them continuously come up with new ideas to Keep Stepping UP!

We define Service Excellence as taking the next action to create more value for someone else; an internal colleague or an external customer. A Service Improvement Process keeps attention on this goal.

Notice this building block is called service improvement process, not service process improvement. A process improvement increases speed, reduces errors, improves efficiency, streamlines activity, or makes good use of a new technology. The Service Improvement Process is different; this is the mechanism you use to challenge your people to continuously come up with new ideas and improve the service they provide.

A well-designed Service Improvement Process promotes communication across functions, divisions, and departments. It stimulates collaboration across levels,

languages, and locations. With thoughtful planning and invitations, you can also tap the creative energy of your customers, vendors, distributors, and even your government or industry regulators.

Your Service Improvement Process may include many different methods.

For example:

- staff suggestion programs
- service improvement contests
- problem-solving workshops
- cross-functional solution teams
- cross-department job rotations
- best-practice benchmarking projects
- new technology applications

Regardless of method, your challenge is to focus attention, gain active participation, and consistently generate new ideas results.

Use these questions to ignite your thinking and evaluate your Service Improvement Process, or to help you build a new one. Discuss these with your leadership team and with the team at Uplifting Service.

Generating Service Improvement Ideas

- Do you have an ongoing innovation program or platform which has been used successfully for product development, quality improvement or other objectives? Can this platform be leveraged for the Service Improvement Process?
- Are there any innovation programs which have not worked in the past, or which have now become 'stale'?
- Do you have a method to continuously identify key areas where you would like to see Service Improvement? Can these be easily explained and communicated to all employees?
- Have you considered embedding key questions for idea generation into your current practices within the business? (eg: daily briefing , monthly reviews, performance appraisals, townhalls, etc)
- Do you have a planned calendar for idea generation campaigns, which focus employee thinking and creativity on different improvement areas every month/quarter?
- Have you considered using new technology, gamification platforms, contests, etc to make the Service Improvement Process fun and engaging for employees?
- Does your service improvement process drive cross-functional collaboration?
- Do you have a method to get feedback for the Service Improvement Process campaigns and keep them fresh by changing the challenge, criteria, timing, reward, or any another aspect of your programs?

Appreciating and encouraging new ideas

- Have you identified the different phases of maturity for your Service Improvement Process and the different outcomes which should be recognized in each phase? (For example, transitioning from recognizing volume of ideas -> quality of ideas -> implementation of ideas -> feedback from customers or colleagues after implementation -> financial impact on the business)
- Are your leaders aware of their role in supporting and recognizing new ideas for service improvement?
- Are managers enabled with a recognition toolkit specifically for recognizing new service improvement ideas? Are there clear guidelines to ensure consistency in how this is done across the organization?
- Is there an established format to document and communicate the ideas recognized?
- Do you have a list of questions used consistently to capture the inspiration and stories behind the best ideas?



From new ideas to practical actions

- Do you have an established framework for categorizing and filtering ideas?
- Does your Service Improvement Process enable generation of quick wins as well as longer-term projects?
- Are you clear which approach will be more effective for implementation and project management – centralized, decentralized, manager-led, driven by quality department?
- Have you identified clear roles and responsibilities for filtering, prioritizing and committing new ideas into action?
- Do you regularly measure the number of quick wins vs longer term projects across departments, and adjust your Service Improvement Process as needed?
- Is there a method and system to continuously update the leadership team on status of new ideas and service improvement projects?

Connecting with the other Building Blocks

- Do your Service Education programs inspire and enable employees to come up with new ideas and practical actions?
- Do the Service Improvement Process campaigns clearly connect with and reflect our Engaging Service Vision?
- Are examples of the best ideas and service innovation showcased in your Recruitment and Orientation programs?
- How effectively do you use Voice of the Customer to shape your Service Improvement Process campaigns?
- Do your Service Communication programs capture and communicate the idea generation stories and progress to all other employees in the organization?
- Is your Common Service Language used effectively in the processes of generating, capturing and recognizing new ideas and actions?



Uplifting Service is a global consulting and education firm based in Singapore, serving multi-national clients worldwide. We help clients develop a culture of service excellence, aligning the entire organization to win the hearts and minds of customers. We work with leaders who seek to harness the power of service excellence and seek the impact of a strong and sustainable service culture.

UP's proven proprietary methodology aligns, integrates, and accelerates organizations in three essential areas: Service Leadership, Continuous Service Improvement, and The 12 Building Blocks of Service Culture. This proven approach leads to an action-oriented culture, empowering everyone to delight customers and colleagues with consistently uplifting service.

Client Results

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"We use the proven Uplifting Service tools and methodology to design our global customer centricity program. UP has an unrivalled approach, enabling companies build a strong and sustainable culture of service excellence."



BNP PARIBAS

"Uplifting Service addressed the problem we were trying to solve – getting over 10,000 employees to all move in the same direction. UP is really good at understanding our challenges and helping us address these by leveraging a highly effective methodology."



"I appreciate the change. I can see and feel a shift in the way Crown approaches our team, in the way they speak and the way they ask. They focus on what we are working on to achieve as a business and how we can become better partners to move our agenda forward."



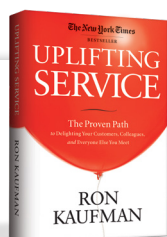
"UP gives insights to change mindset. Now we focus on end to end thinking. I can put myself in someone else's shoes and evaluate what is important."



"Uplifting Service helps us create a culture of obsession for the customer for the entire organization, inspiring everyone to work as one to take the next step up."



"Uplifting Service is the cornerstone that helped STERIS revitalize focus on our Customer, helping us differentiate our offers in a price-sensitive marketplace and drive customer loyalty."



The New York Times
BESTSELLING AUTHOR

Ron Kaufman founded Uplifting Service in 2003. He is one of the world's most sought-after educators, consultants, thought leaders on the topic of service excellence and customer experience. He is the author of the *New York Times* bestseller, *Uplifting Service*.

