

# Welcome to today's webinar!

We will begin shortly.

## How to Deliver **Ridiculous** Value

With Your Customer Service Team

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With Your Customer Service Team





# Justin Robbins

Founder & Principal Analyst, Metric Sherpa





# About Me

...Former Contact Center Leader

...Independent Consultant

...Dad of Four

...Competitive BBQ Judge

**How does your  
customer service  
team provide value?**

# The Trap:

# The Trap:

Activity

=

Impact

# The Opportunity:

# **The Opportunity:**

Clear alignment to business strategy & goals

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Strengthened ability to predict & drive success

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Clear alignment to business strategy & goals

Strengthened ability to predict & drive success

Increased engagement & improved perception

**What matters  
most to your  
business?**

# Mission

**Mission**

**Vision**

**Mission**

**Values**

**Vision**

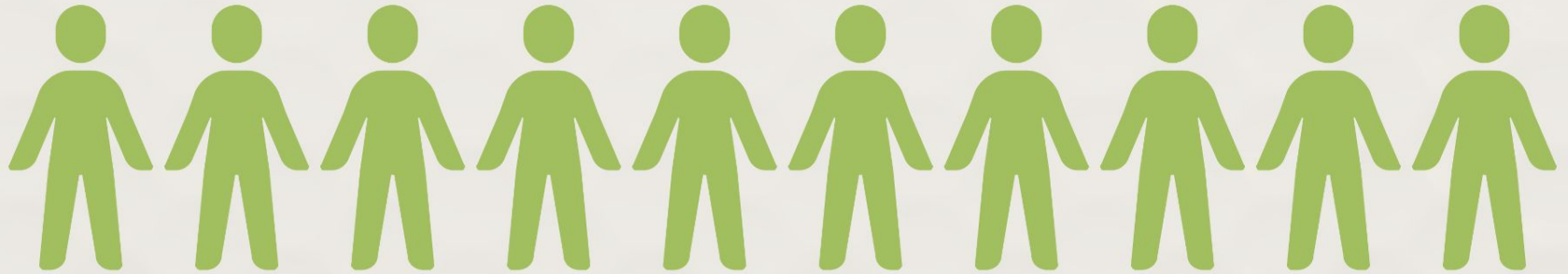
Mission

**Your North Star**

Values

Vision

# How can you help?



Marketing

Operations

IT

Finance

HR

Legal

Logistics

**By understanding &  
delivering three  
forms of value...**

# Customer Service's Value

Operational Performance

# Customer Service's Value

Customer Affinity

Operational Performance

# Customer Service's Value

Strategic Contribution

Customer Affinity

Operational Performance

# But where to begin?

*“You have to decide what your highest priorities are and have the courage—pleasantly, smilingly, nonapologetically, to say “no” to other things. And the way you do that is by having a bigger “yes” burning inside. The enemy of the “best” is often the “good.”*

- Stephen R. Covey, The Seven Habits of Highly Effective People

**Will your customer  
service team be a  
catalyst or a chasm?**

It all depends on what you do next.

# Let's Discuss: Questions & Parting Thoughts



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