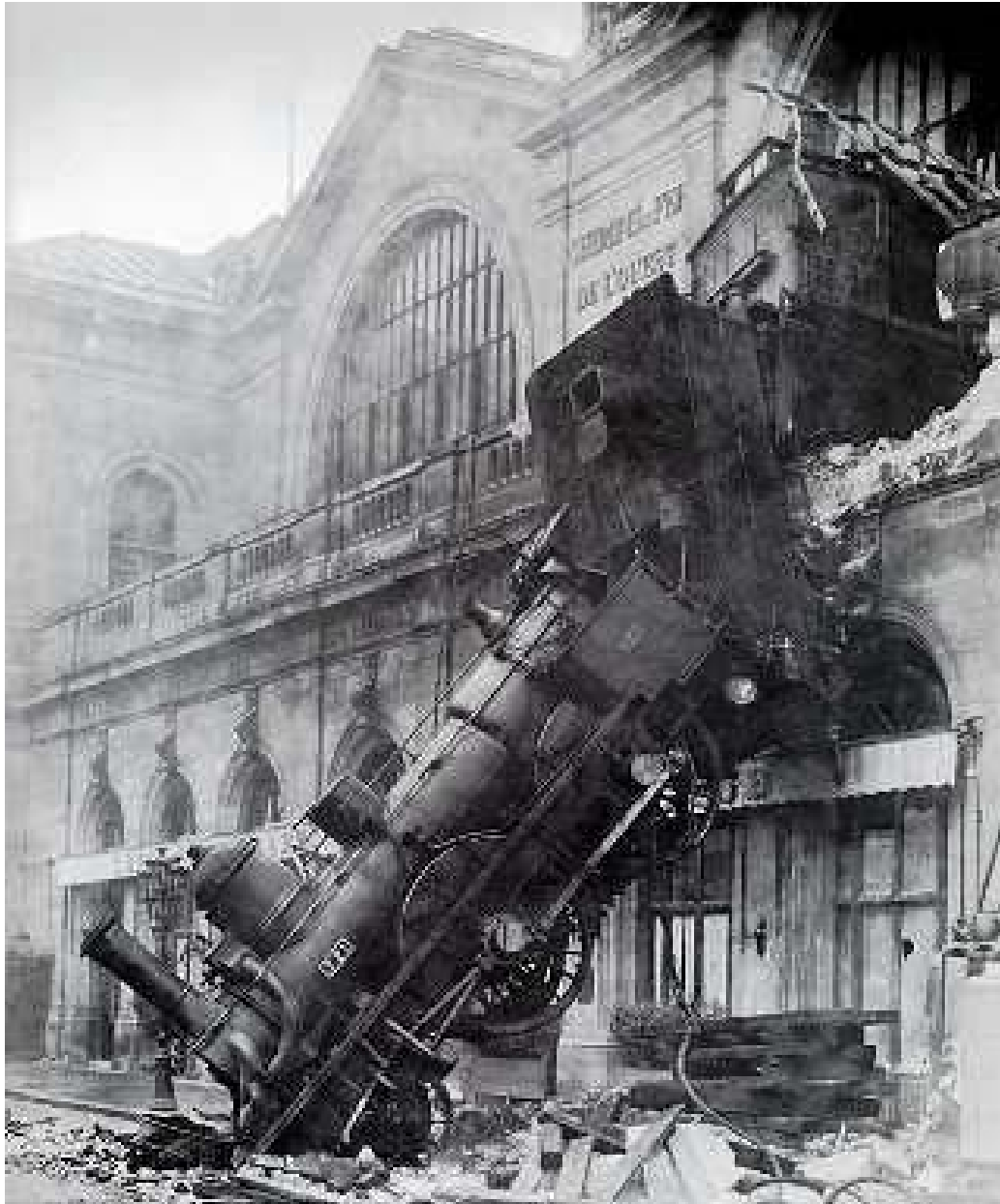


FIX-IT!

Jonathon Scott



em(ic)*



FIX-IT! IN YOUR ORGANISATION

- * Empower your employees to take ownership for and get involved in improving your business and moving it forward
- * Focuses on improving the customer (internal/external) experience through innovation that improves processes
- * Engages your frontline employees in problem solving for the customers and colleagues
- * Builds trust, provides a visible platform for leadership
- * Breaks down functional and geographic boundaries

WHAT IS Fix-It?

Philosophy

Process

'Fix-It! OUTPUTS

- Cultural Change through...
- * Encouraging 'safe' innovation and problem solving
- * Increased cross-functional teamwork
- * Employee's 'own' improvements to the brand experience
- * Measurable increase in customer and employee engagement

Creating an environment of continuous improvement

FIX-IT!

Issue

Solution

Implementation

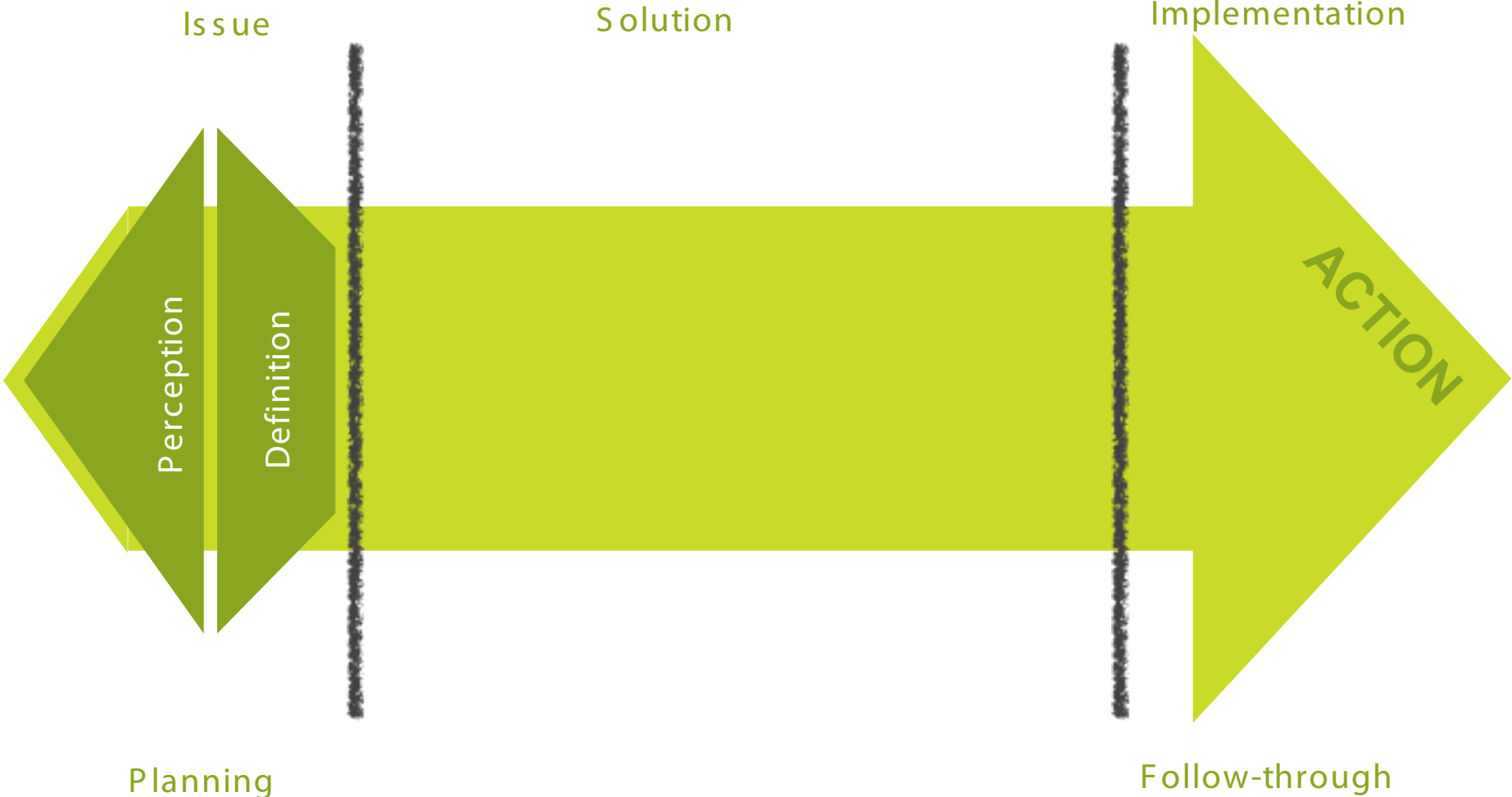


Planning

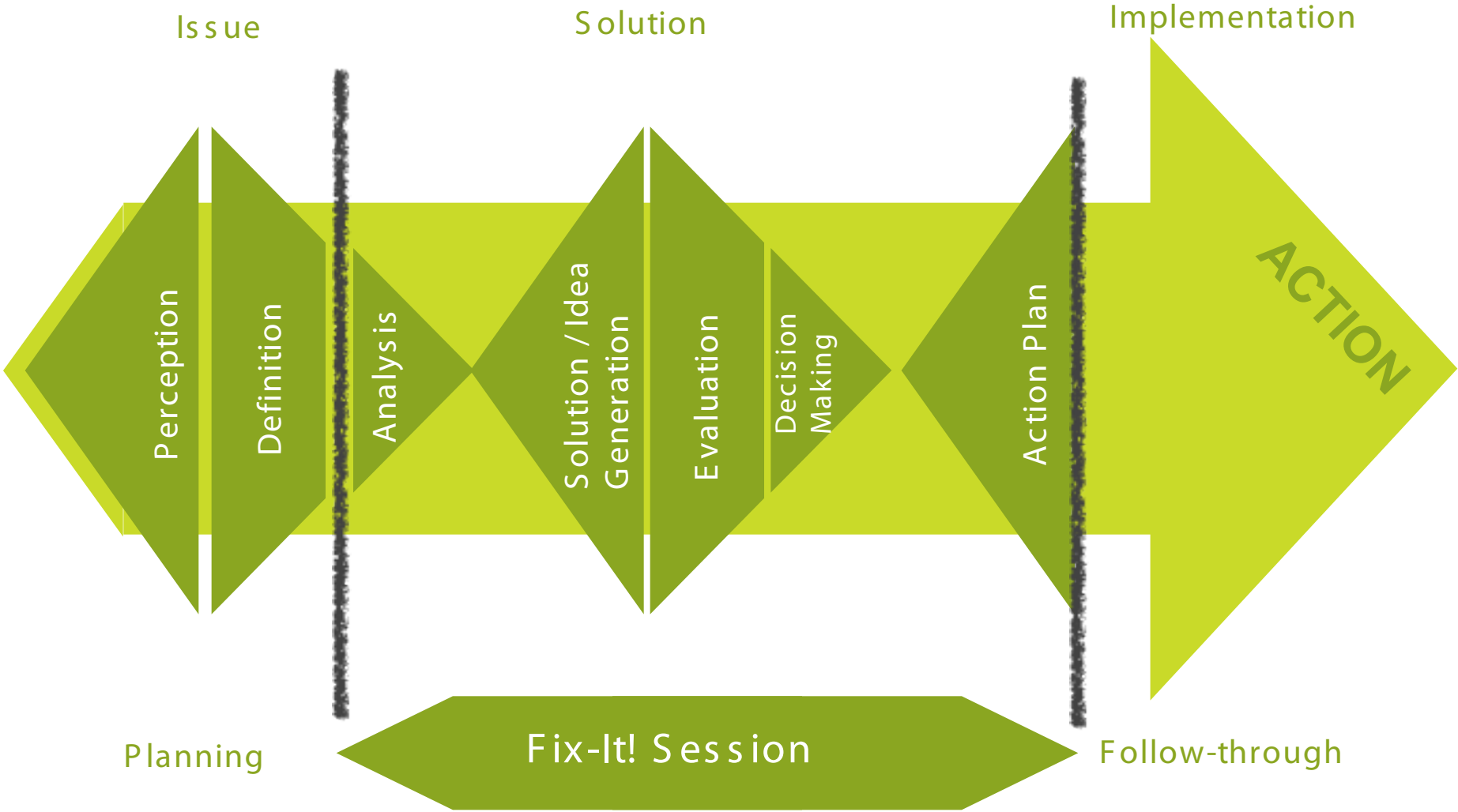
Follow-through

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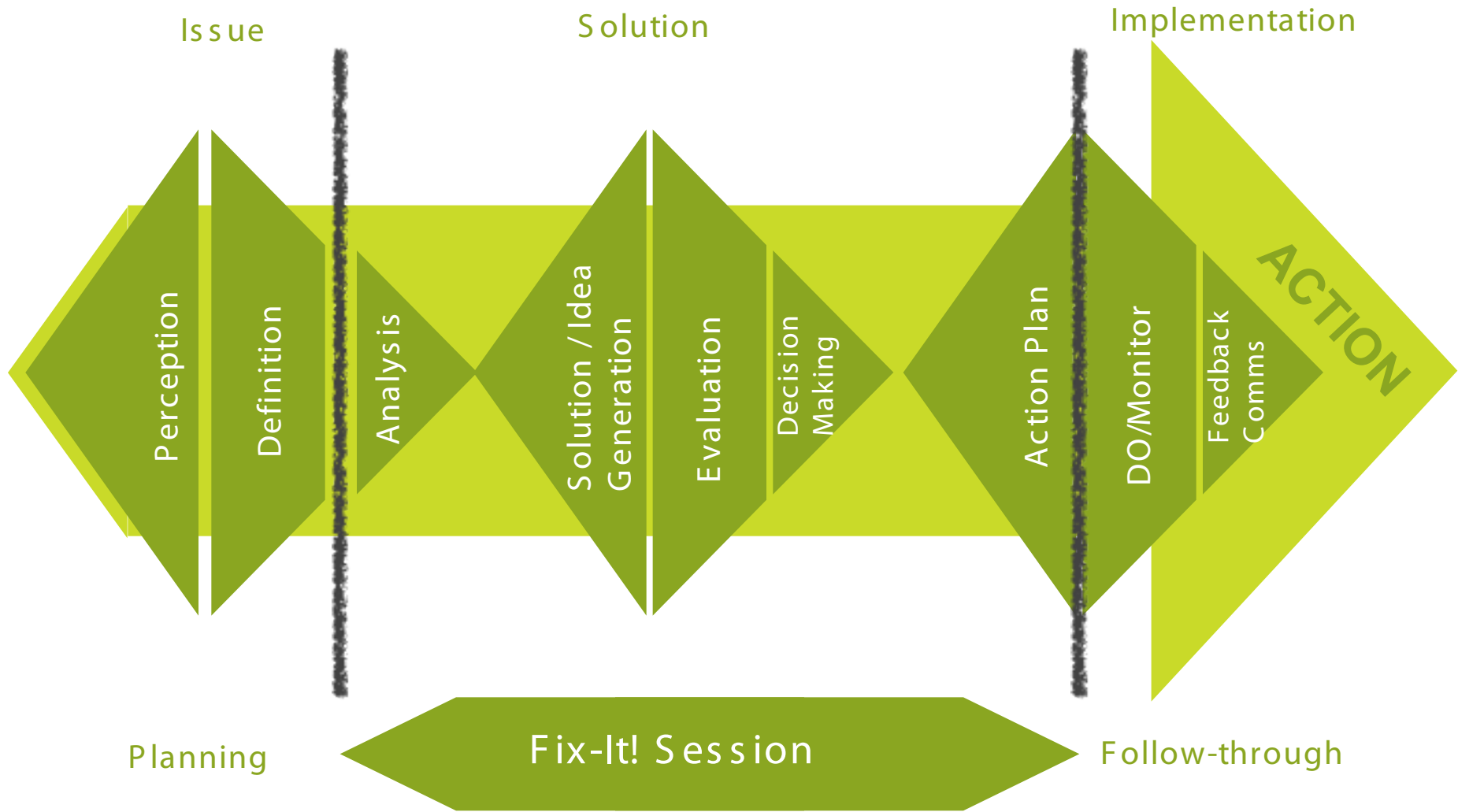
FIX-IT!



FIX-IT!



FIX-IT!



FIX-IT! ROLES

Sponsor
Champion
Participants
Facilitator

FIX-IT! FEATURES

- Must have a committed sponsor
- Can be fixed by the participants quickly
- Things participants care about
- Focus on the customers and the process
- Concrete and measurable

FIX-IT!

Communication and
implementation strategy



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COMMUNICATION PRINCIPLES

Fix-It! is about innovative solutions by the people who face the issue. Therefore, all communications material must be developed with the recipient in mind.

- Receiver-oriented
- Simple, straightforward copy
- Empathetic and positive tone
- Materials that work effectively together
- Professional
- Personal

Communication

Safari File Edit View History Bookmarks Window Help

RSA: Winning With Customer Feedback

http://www.rsafeedback.com/

Dashboard Analytics AppleCheck Yahoo! Google Maps YouTube Wikipedia News (614) Popular

RSA

CUT THROUGH
BUREAUCRACY

START HERE
HAVE YOU BEEN INVOLVED IN
A WINNING WITH THE
CUSTOMER SESSION BEFORE?

YES NO

- > WATCH THE VIDEO
- > DOWNLOAD THE BROCHURE
- > CONTACT GROUP CORPORATE CENTRE

W3C XHTML 1.0 ✓ W3C CSS ✓

Communication

Safari File Edit View History Bookmarks Window Help

RSA: Winning With Customer Feedback

http://www.rsafeedback.com/beenbeforeno.aspx

Dashboard - ... Analytics AppleCheck Yahoo! Google Maps YouTube Wikipedia News (609) Popular

RSA

CUT THROUGH BUREAUCRACY

- > WATCH THE VIDEO
- > DOWNLOAD THE BROCHURE
- > CONTACT GROUP CORPORATE CENTRE

FEEDBACK CARD A
FOR THOSE WHO HAVE NOT BEEN INVOLVED BUT WOULD LIKE TO

Tick the answer(s) that apply

- I've got an idea for a topic that needs addressing in my area
- I'm a leader or manager and I would like my team/employees to be involved in something like this
- I'd like to be considered for training as a facilitator

Please give us your name (optional)

Job title (mandatory)

Country (mandatory)

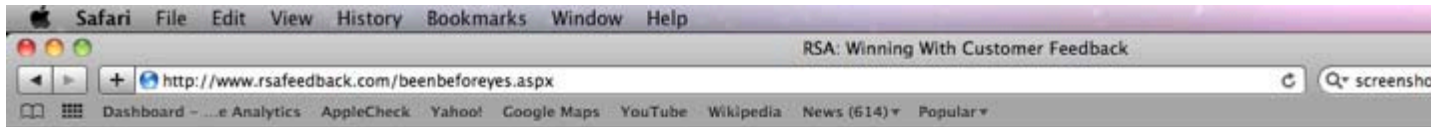
Please Select

Email address (optional)

SUBMIT

W3C XHTML 1.0 W3C CSS

Communication



CUT THROUGH
BUREAUCRACY

- > WATCH THE VIDEO
- > DOWNLOAD THE BROCHURE
- > CONTACT GROUP CORPORATE CENTRE

FEEDBACK CARD B

FOR THOSE WHO **HAVE** BEEN INVOLVED IN A WINNING WITH THE CUSTOMER (WWTC) SESSION BEFORE

Please rate your answer on a scale of one to five where one denotes that you **strongly disagree** with a statement and five means that you **strongly agree** with a statement...

WWTC has helped improve processes and/or the tools and equipment I use at work

1 2 3 4 5

Because of a WWTC session, customers now find it easier to deal with us

1 2 3 4 5

WWTC helped me feel that at work, my ideas seem to count

1 2 3 4 5

WWTC has helped give me more opportunities to do what I do best everyday

1 2 3 4 5

WWTC has helped give me opportunities at work to learn and grow

1 2 3 4 5

After a WWTC session, I'm now better able to deliver brilliant service

1 2 3 4 5

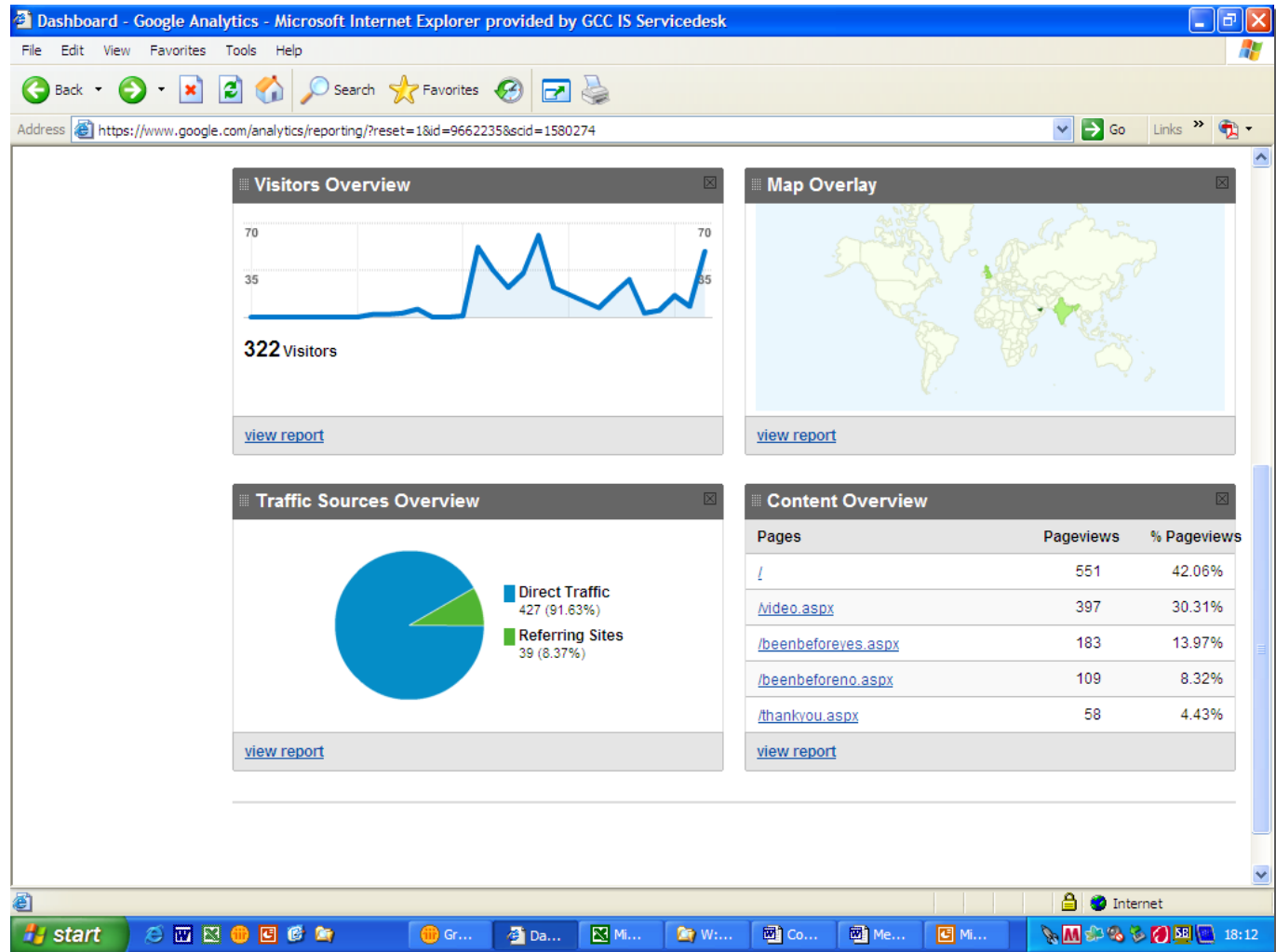
WWTC has helped me get things done

1 2 3 4 5

GOOGLE ANALYTICS

Google analytics provide monitoring of the www.rsafeedback.com website.

Analytics cover hit rates, traffic sources, page views and geographic monitoring for hotspots for future roll out.



PROGRAMME PLANNING ANALYSIS

Darker colours show hot spots and 'pull' from country which will guide and prioritise roll out plan.



FIX-IT!

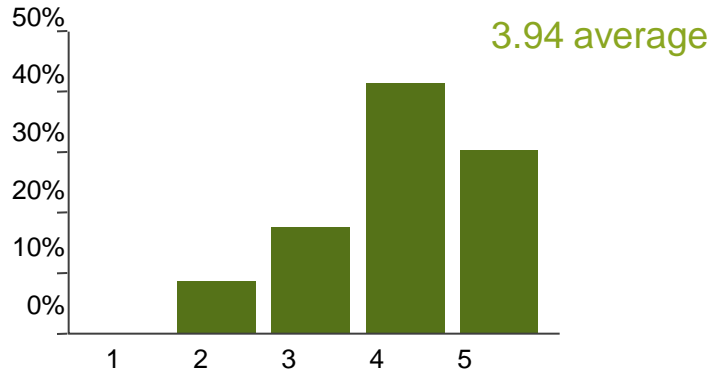
RESULTS



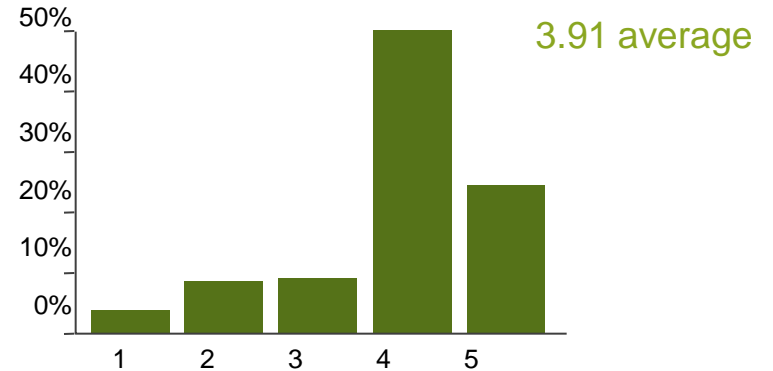
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FIX-IT'S! ABILITY TO INCREASE ENGAGEMENT

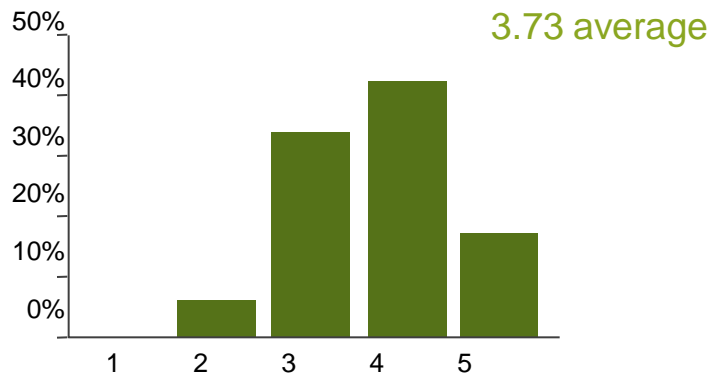
Fix-It! has helped improve the processes and/or the tools and equipment I use at work.



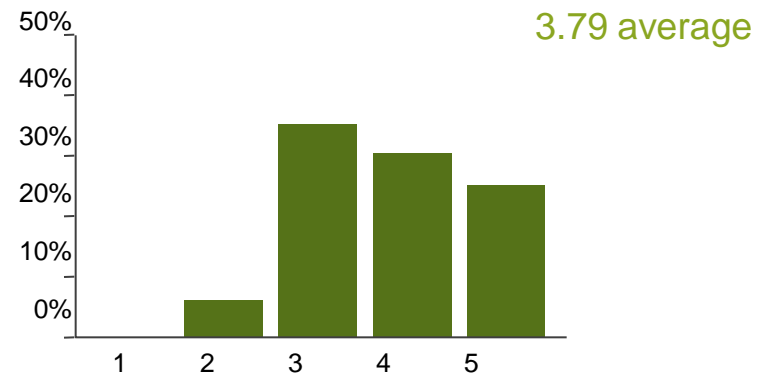
Fix-It! helped me feel that at work, my ideas seem to count.



Fix-It! has helped give me more opportunities to do what I do best every day.



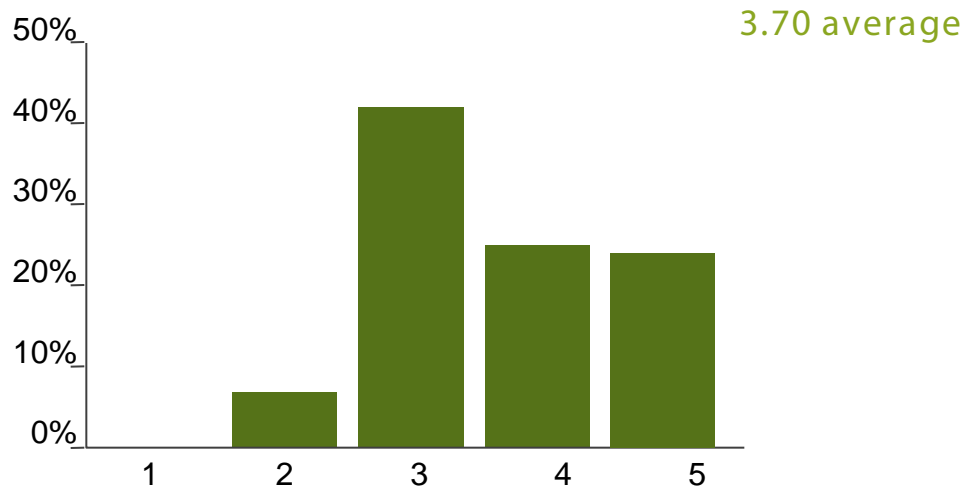
Fix-It! has helped give me opportunities at work to learn and grow.



FIX-IT! ABILITY TO AFFECT CUSTOMER SERVICE

Given that engaged employees are more likely to deliver brilliant service, only one clear and simple customer service question was asked.

Because of a Fix-It session, customers now find it easier to deal with us.



Summary

Fix-It! is about innovative solutions by the people who face the issue.

It improves processes and engages employees

Easy to measure and to demonstrate tangible results

Own it....

Before someone else does!

Thank you



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