

Customer-Focused Culture

The Cooperative Way

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East Central Energy
Great service – guaranteed

Your Touchstone Energy® Cooperative 

Learn from the Past

- **Two Dinosaurs**

- “Look at us, we’re the rulers of the Earth!”
- “Yeah! Nothing can touch us!”
- “Hey, isn’t it getting a little cold?”



Customer-focused Culture Initiative

- **Input Gathered**
 - **Employees, directors, members**
- **Principles identified**
- **Customer Service Training provided**
- **Service Improvement Partners**
- **Strategic Planning**
 - **Key Measures Identified**
- **Member survey to check status**

What do customers want?

- **They want us to:**
 - Listen to them
 - Respect them
 - Make them feel special
 - Make them feel important
 - Trust them
 - Appreciate them



ECE Customer-Focused Principles

- 1. Customer service is everyone's business**
- 2. We say YES to customers – then figure out how**
- 3. We give our members a choice**
- 4. We own a member problem until it is solved**
- 5. We treat member complaints as a gift or opportunity**
- 6. We make decisions that are financially responsible to our membership**
- 7. We offer our members innovative solutions**
- 8. We help our members feel like owners**
- 9. We continuously adapt to better meet member needs**
- 10. We clarify member needs upfront for clear understanding**

Getting World-Class Great

- **How do you get to be that good?**
- **Deliberate practice**
- **10,000 hour rule**
- **Requires a coach, teacher, or mentor**



Principles of Greatness

- **Integrate customer input**
- **Find out what employees are thinking**
- **Get people in the right job**
- **Calculated steps to improve**
- **Celebrate Success**
- **Adjust Course**



Customer Service is NOT a Department

We're in this together...



What's my role?

“There's only one way you can effectively manage the behavior of your customers. You do it by managing your own behavior.”

Price Pritchett

We can no longer think of our actions as being the consequences of the behavior of someone else! We must stop the blame game and own our choices.

We're in this to Win

- **Winning isn't everything but wanting to win is!**

Vince Lombardi

- **What sets us up for failure?**
- **Green and growing or ripe and rotting?**



Training is a must

- **What is the “shelf life” of our employees without adequate training?**
- **Job knowledge is a key requirement for service excellence.**
- **Don't forget the new employees**
 - **Mentoring Program**



Continuing to Measure Up

- **Top scores once doesn't mean you'll always be on top**
- **Continue to survey and track progress**
- **Customer needs/wants may change**
- **Adjust processes as necessary**
- **Review customer-focused principles occasionally**

Get in the game and play FULL OUT!

