

Welcome

Wendi Brick, Founder and Principal

If you did any shopping over the holidays, I hope you enjoyed nothing but positive customer service experiences. Unfortunately, chances are that wasn't the case.

Sometimes the business environment we work in forces people to focus more on what they *can't* do instead of what they *can* do. You may have heard things like "I have to call a manager", "I can't do that", "I'm new here", "I'm only a clerk", or "that's above my pay grade."

We have the ability to take our service to the next level by empowering people around us.

I was recently reading about Zappos, an online shoe company known for exceptional customer service. The CEO said their priority is personal interaction with customers. Their phone number is on every page and they encourage calls so they have the opportunity to connect with people. They encourage their staff to engage, and empower their teams to make decisions right then and there.

Challenge yourself to think of new ways to empower the team around you. Treat your team members like VIPS and that will be reflected in your customers' improved experiences!



6 Benefits of Empowerment

- 1. Builds loyalty:** The first step in empowerment is trust. If you are seen as someone who trusts others, your team will become even more loyal.
- 2. Energizes others:** Have you ever been part of a team or organization where people are energized and upbeat? Part of that was likely because decisions were pushed to the front line and team members were given individual control.
- 3. Motivates:** When a person is given the opportunity to "figure it out", their motivation skyrockets.
- 4. Fosters learning:** We learn when we do things – right or wrong. When you empower, you allow others to learn and develop.
- 5. Improves performance:** You might have heard the saying practice makes perfect. Another way of looking at it is that empowerment improves performance. A highly skilled team develops more quickly when people start "doing."
- 6. Achieves better results:** All teams are ultimately judged on the results they achieve. Empowering others and leveraging the full range of skills, knowledge, experience and personal attributes at your disposal helps achieve results.

*Adapted from materials developed by Duncan Broadie

CSA News

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