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## Why Taking Care of Your Employees Leads to a Better Experience for Your Customers

Errol, an American Expert in Customer Service, presents why taking care of your employees leads to a better Customer Experience. His presentation is built around 3 steps and how the customers are impacted.

- The first step is to develop and adhere to core values that speak to how you will treat your employees. Errol is mainly focusing on the notion of respect, in the way of speaking and behaving. He also talks about empowerment and the encouragement to decision-making.

The positive morale generated by those core values would make your employees happy enough to satisfy your customers.

- The second step is to train your employees properly. Errol's idea is to implement task-specific trainings and clarify what tasks are to be performed, how they should be performed and how do they impact others within the company. The idea is to reinforce teamwork.

A proper training of your employees would reinforce their skills and convey a message of confidence to the customers, who will be reassured.

- The last step is to manage your employees objectively. Errol recommends developing tasks-based job descriptions and performance standards to remind what is required, what should be done, why, when, and for how long.

Every manager should be able to have a leadership role : to sit, observe and learn from the employees, performing their tasks.

A proper performance review would enhance the sense of fairness within the company, leading to positive morale and a better customer experience.

To retain your customers, you should be able to retain your employees !