


“T2M” – TRAGIC TO MAGIC

A SIMPLE, UNIQUE AND FUN WAY TO DRIVE CUSTOMER SERVICE

T2M is a powerful process for helping your company become more customer centric. It’s about moving from thinking about your customers to thinking like your customers.

The First Challenge is to become CUSTOMER CENTRIC

<p>Customer Focused Thinking about customers. Think customers are important. Focus on internal issues. The company uses information to change the customer. You do things that work for the company. Staff are advocates for the company. Decisions are made without thinking about the customer.</p>	<p>➔</p> <p>➔</p> <p>➔</p>	<p>Customer Driven Thinking like customers. Know customers are your business. Focus on the world of the customer. The company uses information to change itself. You do things that work for the customer. Staff are advocates for the customer. The customer is considered before decisions are made.</p>
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The T2M methodology developed by Poisson Rouge is based on significant research and work carried out over many years by a number of world leading organisations in the field of customer service.

The beauty of the process lies in its simplicity, its ease of delivery and the low cost to measurable benefit ratio of implementation.



Why T2M Succeeds where most Customer Service Initiatives fail:

- It is owned and driven by the workforce not Management
- It is simple to understand and easy to deliver
- It has low entry costs and very high ROI
- It has an almost instant impact
- It’s Fun
- It’s proven in some of the world’s largest companies



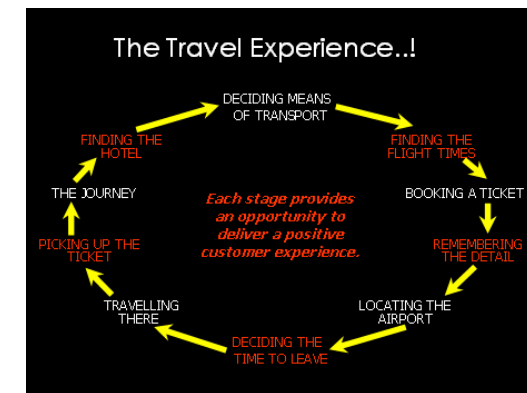
T2M starts with a session designed to map the customer journey. Using simple techniques we first identify all the key moments at which you can or already do have some interface with your customer.

Having mapped the journey we then identify all the potential and actual moments at which the customer experience is magic or indeed tragic.

From here we jointly develop a strategy for turning identified tragic moments into magic ones and embedding the process across the whole company.

Our role is to establish the culture and pass on the know how.

Your role is the ownership, management and delivery of the process.



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TURNING CUSTOMER SERVICE INTO PROFIT