

A photograph of a wide set of stone steps leading up a hill. A vibrant red carpet is laid out on the steps, starting from the bottom left and extending up the center of the staircase. The carpet is held in place by thin wooden runners. The stone steps are light-colored and show some weathering. The overall scene suggests a formal or high-end event.

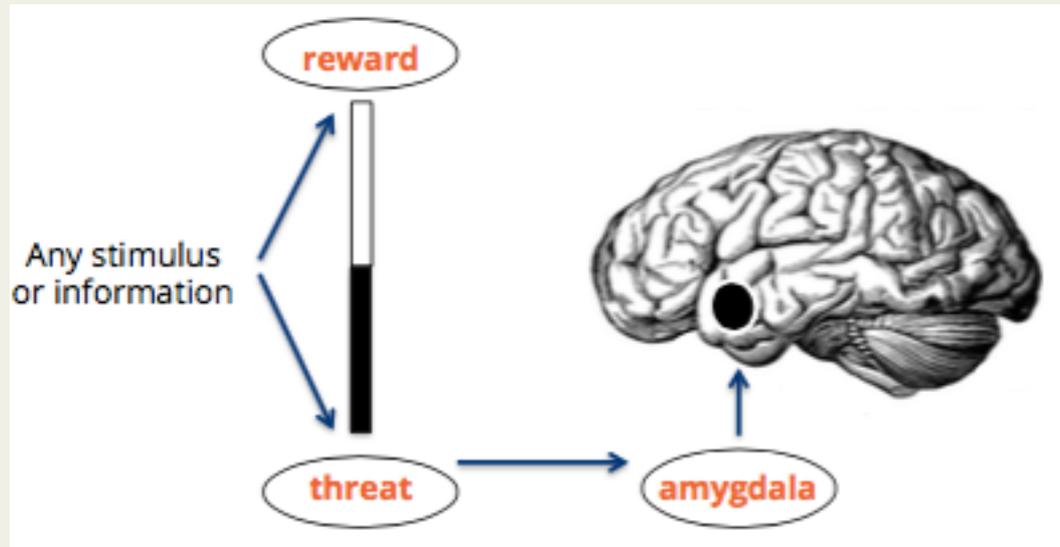
Extraordinary Client Service

motem.

**What is it about a company's service
that makes **you** a loyal customer?**

motem.

The fundamental organising principle of the brain:



5 social threats & rewards

- **S**tatus
- **C**ertainty
- **A**utonomy
- **R**elatedness
- **F**airness

Ref David Rock

SCARF Model of Social Threats and Rewards



**Bring to mind a challenging situation with a client.
Look at it through the lens of the SCARF model –
which social need(s) of their brain
weren't being met?**

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**Clients
want
people
who**

- **Really listen**
- **Are easy and enjoyable to deal with**
- **Are genuinely interested in them and their business**
- **See their point of view**
- **Anticipate their needs**
- **Are experts**
- **Make it happen**

**How would you score yourself in
each of the areas?
(Page 3)**

Research into repairable auto claims

5 key qualities driving customer satisfaction:

- The **speed** of claim settlement (status, certainty)
- **Ease** of communicating with the insurer (autonomy, status)
- Employee **knowledge** and professionalism (certainty)
- Employee **courtesy** (status, relatedness)
- **Transparency** and ease of the process (fairness)

Ref: The Growth Engine: Superior Customer Experience in Insurance
McKinsey 2016

In other words, most of the policyholders surveyed cared **more** about **service** than **payment**, especially when the claim size was relatively small.





**3 golden
rules for
managing
expectations**

3 rules for managing expectations (pg 5)

- **S**tart (be up front as early as possible)
- **S**pecific (7 days not 3 – 5)
- **S**uggest what you **can** do not what you can't do

**Do what you can to trigger
rewards in your clients' brain
by using SCARF model**

7 things that all clients want

Recap

**Client feedback can be so
valuable (and surprising)**

Use the phone more

**Manage expectations well: start,
be specific and suggest what
you can do**

motem.

“ We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better. ”

Jeff Bezos, CEO Amazon

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