



Delivering Exceptional Customer Experiences

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AGENDA: Rethinking the way we provide service by

Creating & Managing **Perceptions**

Driving **Consultative Conversations**

Tuning into the **Customer**

Asking for **Feedback**



How does **Exceptional Customer Service** begin?

It begins
with
Perceptions



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Net Promoter Score

What are some reasons a customer might give a low score in our business?



Net Promoter Score

**What people
or processes
are impacted
by unsatisfied
customers?**



Listen

Customer experience is the **perception** that Customers have of their interactions with you.



Evaluating calls

Transactional

- **One-sided** with the service provider driving
- **Limited information** just to get it done
- Typically **speed is more important** than anything else
- Often, it only **happens once**
- **No connection or rapport**
- **Limited trust** is needed

Evaluating calls

Consultative

- Two-sided **dialogue**
- **Partnership**
- **Customer** is in the driver seat
- **Question intensive** from the service provider
- Established for the **long-term**
- **Solutions** driven

Statistic

73% of Customers expect companies to understand their **needs and expectations** (but only 51% of customers feel that companies do that).

Tip!

To exceed your customer's expectations say **"YOU"** more than **"I"**

Q-STORM to be more consultative

Tip

Shift from “Telling” to “**Asking**” to create an exceptional customer experience!

Q-STORM Activity

Your Customer
isn't sending in
their paperwork



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Q-STORM Activity

Your Customer isn't returning your phone call



Tuning into the **Customer**

“The **balance between empathy and accountability** helps people **feel valued and heard** while maintaining the integrity of your professional standards.*”

Tip!

Assume responsibility
and say “I” more



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*Source: Forbes.com article “Three Powerful Truths About Empathy to Make You Rethink Your Leadership Style” by Jamelle Lindo; May 16, 2019.

Tuning into the **Customer**

How would you change this statement to be more **customer-focused**?

*“Do **you** prefer mornings or evenings to chat?”*

“I will call you tomorrow afternoon with an update...”

*“How would **you** like to be contacted with updates?”*

Tuning into the **Customer**

How would you change this statement to be more **customer-focused**?

*“Do **you** need anything else from me today?”*

“We’re all set, I’ll get in touch if I need anything else...”

*“Is there anything else I can help **you** with today?”*

Tuning into the **Customer**



How would you change this statement to be more **customer-focused**?

*“**Were you happy** with the service today?”*

“Thanks for calling today... have a great afternoon...”

Putting it All Together

Situation: A First-time home buyer or customer unfamiliar with the mortgage process calls regarding their paperwork being wrong.

Tactics

Questions

Ways

Review

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