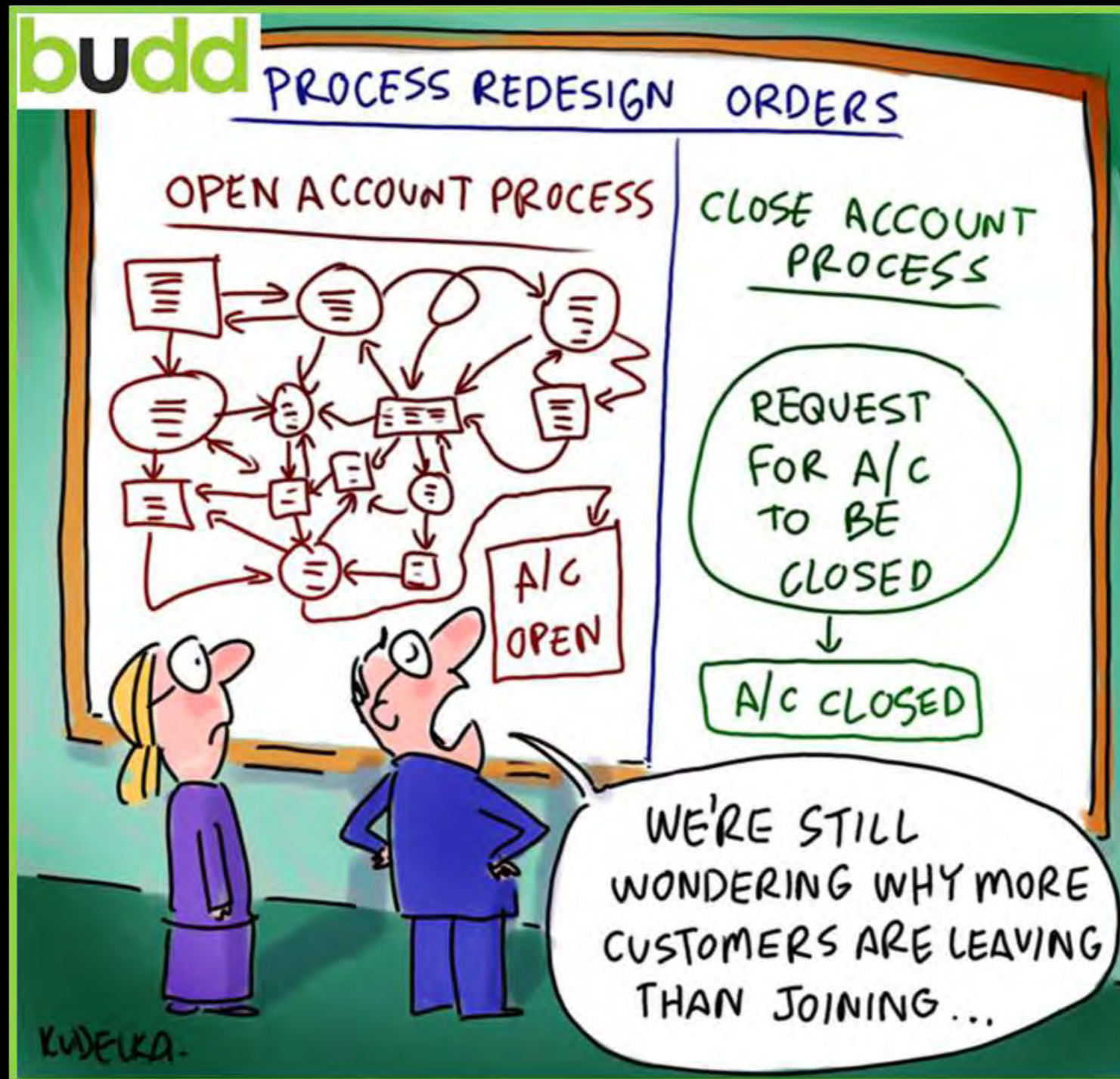


# “Fixing broken processes in a contact centre”

Peter Massey



# Budd UK clients

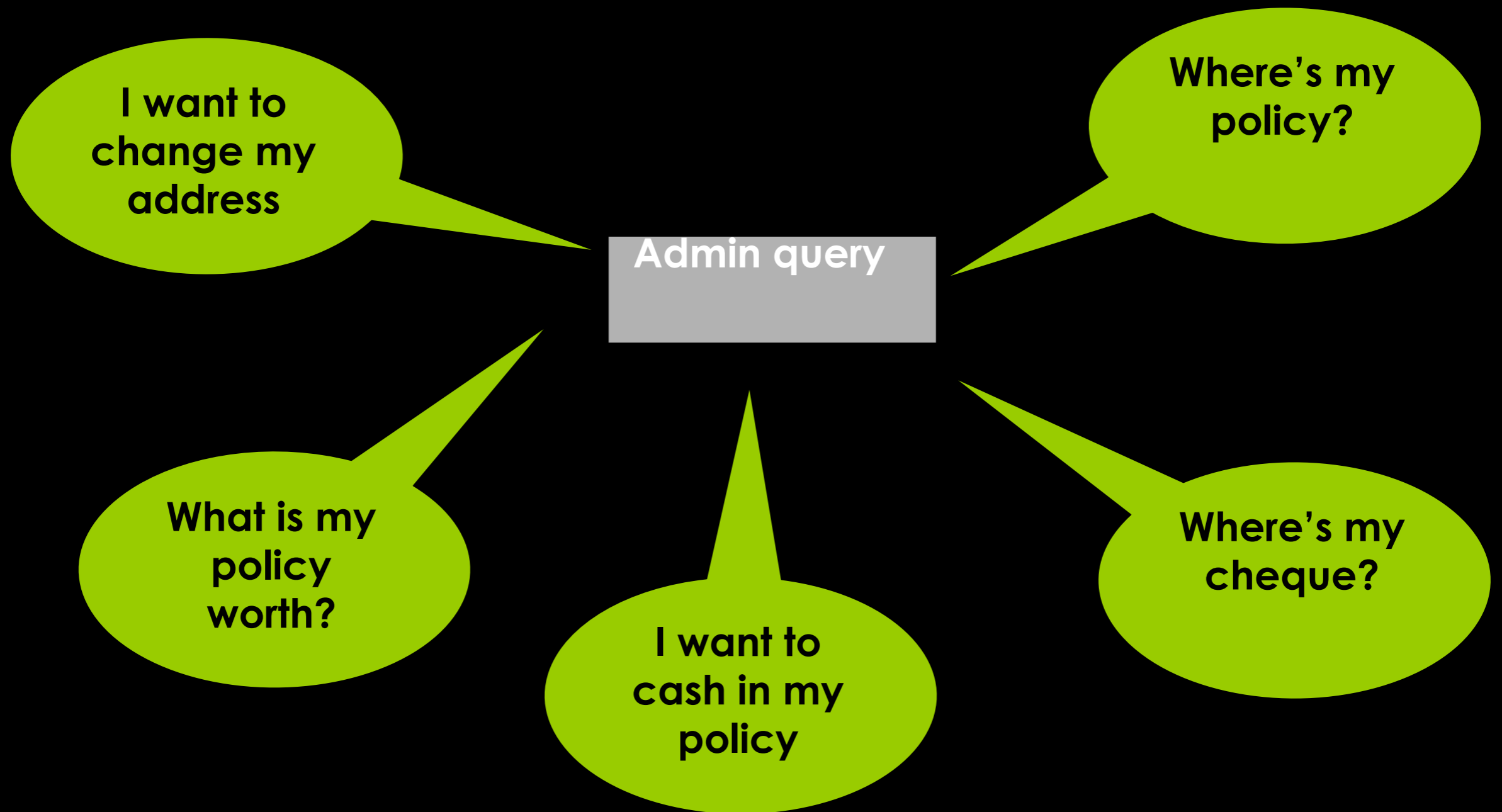


Our passion:

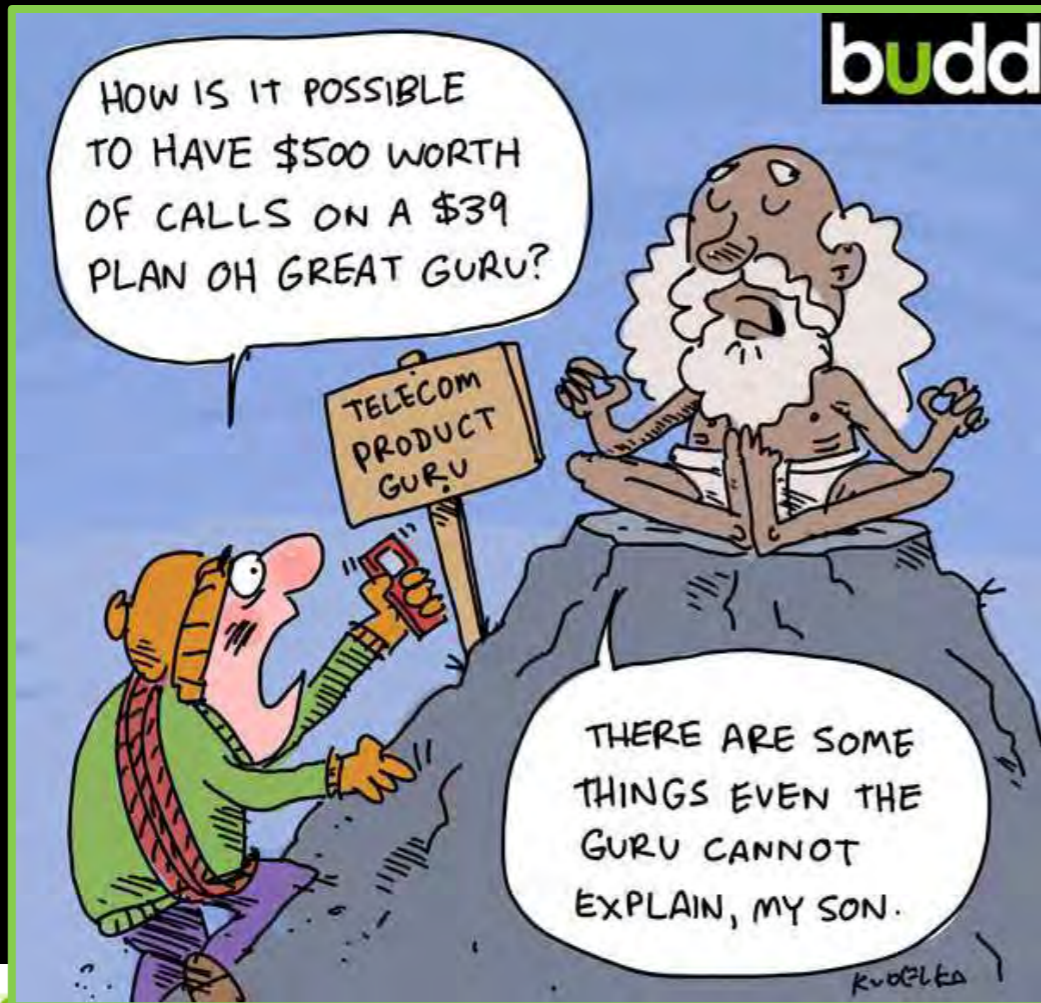


How do we stop doing  
**dumb things**  
to our customers  
and our people?

# Align your thinking with the customers so you can understand “**process**” the way the customer does



# 3 levels of process to fix - inside, outside, policy



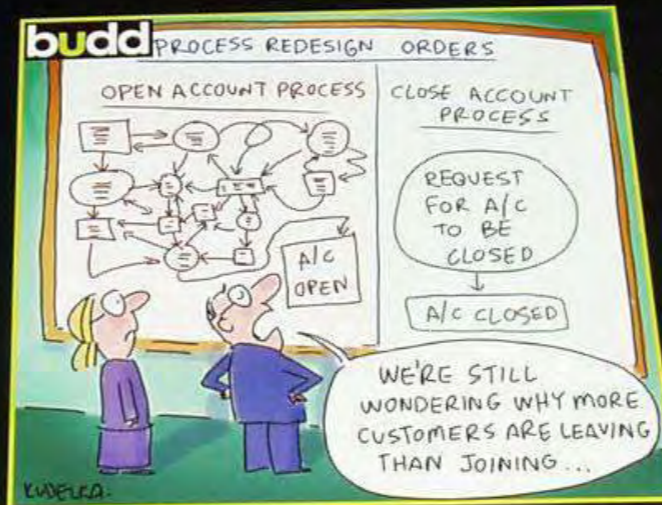
# The Best Service Is No Service

How to liberate your customers from customer service, keep them happy & control costs

BILL PRICE & DAVID JAFFE

## THE BEST SERVICE IS NO SERVICE

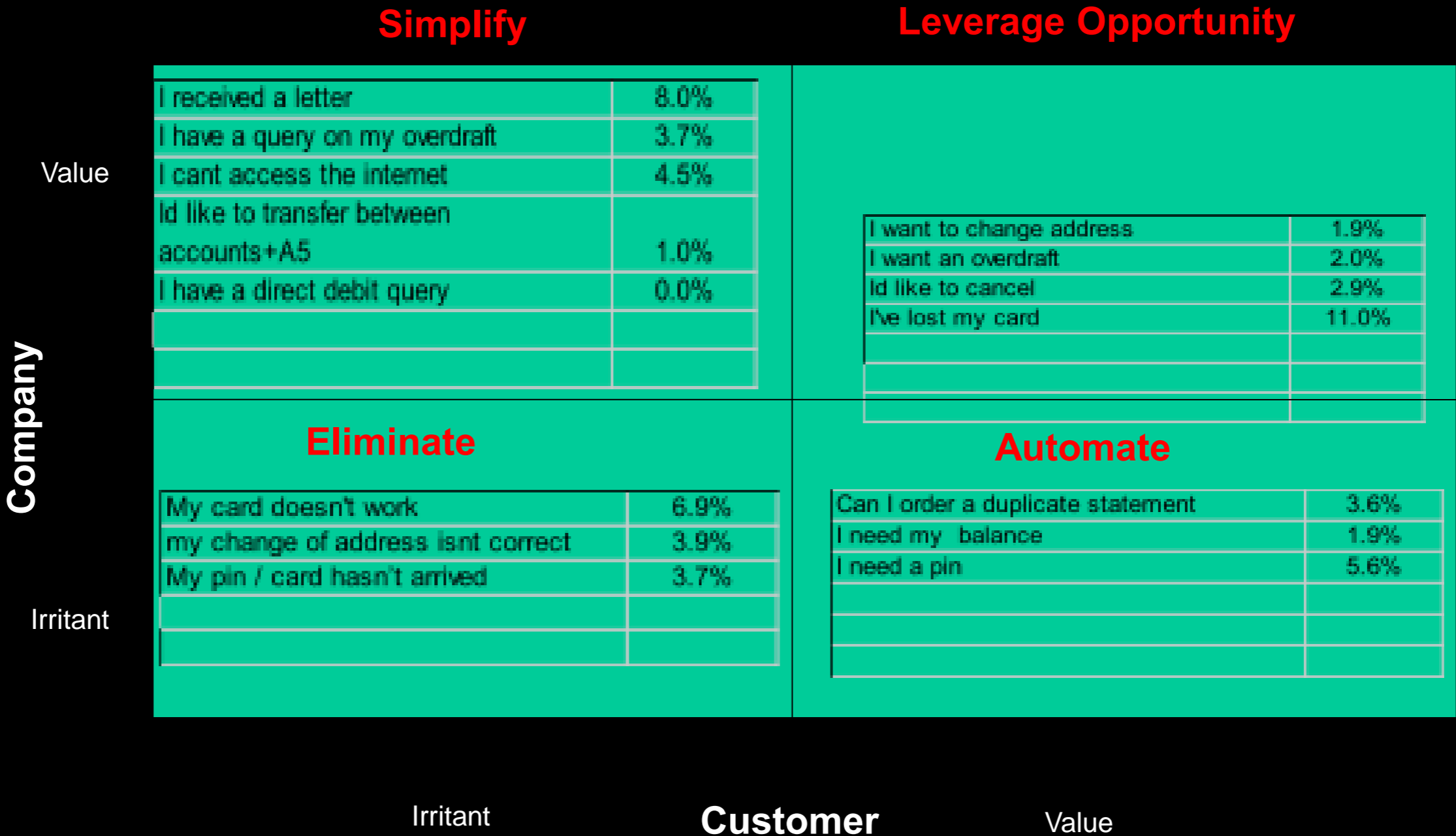
HOW TO LIBERATE YOUR CUSTOMERS FROM CUSTOMER SERVICE, KEEP THEM HAPPY & CONTROL COSTS



Bill Price & David Jaffe

budd

# Don't fix what shouldn't be happening



Do you know what your **customers and your front line staff** know?





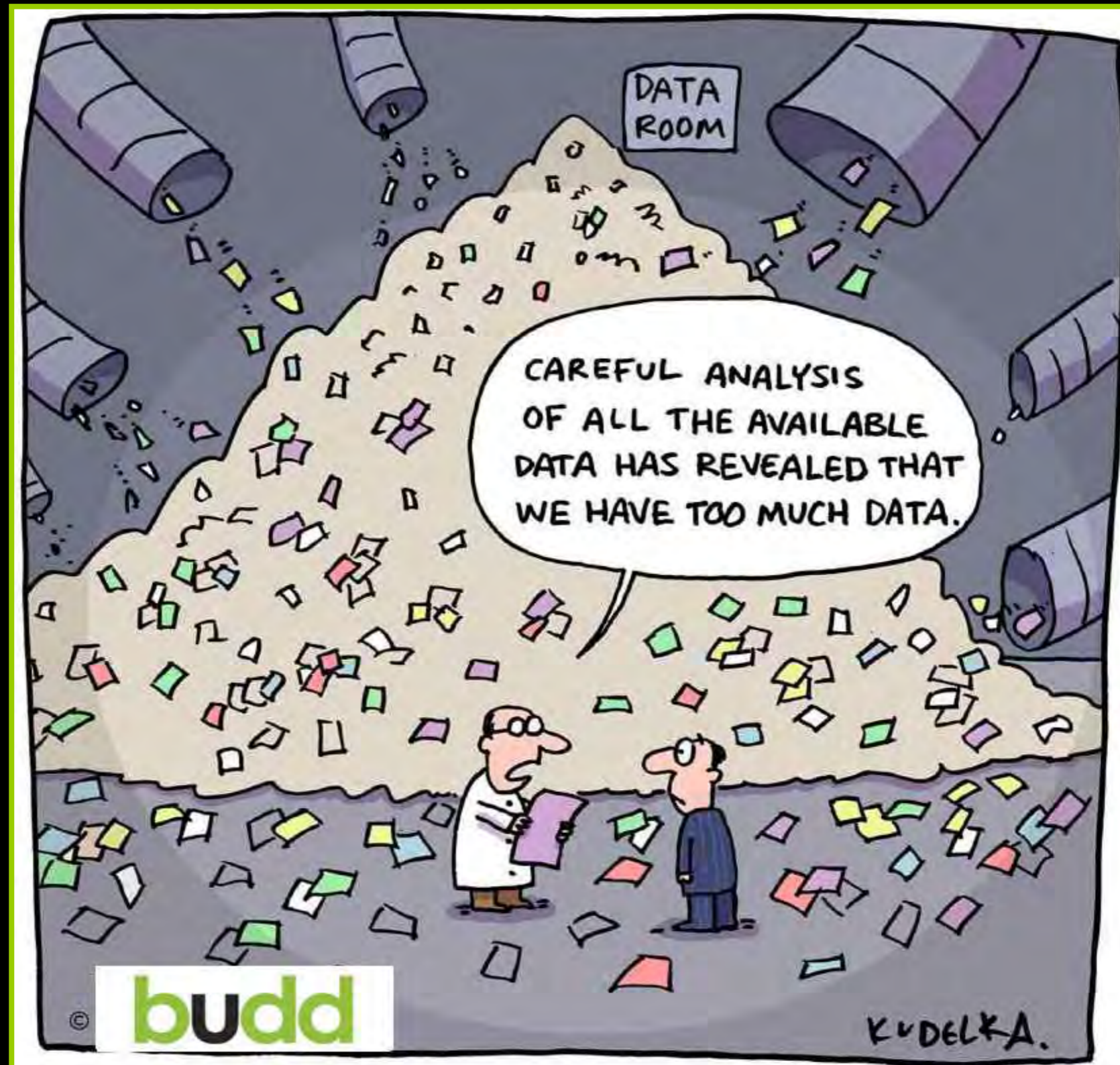
# WOCAS

## What Our Customers Are Saying

**“Bill, can I please get a daily report of the most interesting customer-thing going on in customer service that day. It's the thing I would notice myself if I were doing cs that day. It should be one paragraph ... Thanks, Jeff”**

**Jeff Bezos, CEO Amazon.com**

# Drowning in customer feedback and data



# What's missing? The "decisionflow"



[www.budd.uk.com](http://www.budd.uk.com)

[Peter.massey@budd.uk.com](mailto:Peter.massey@budd.uk.com)

