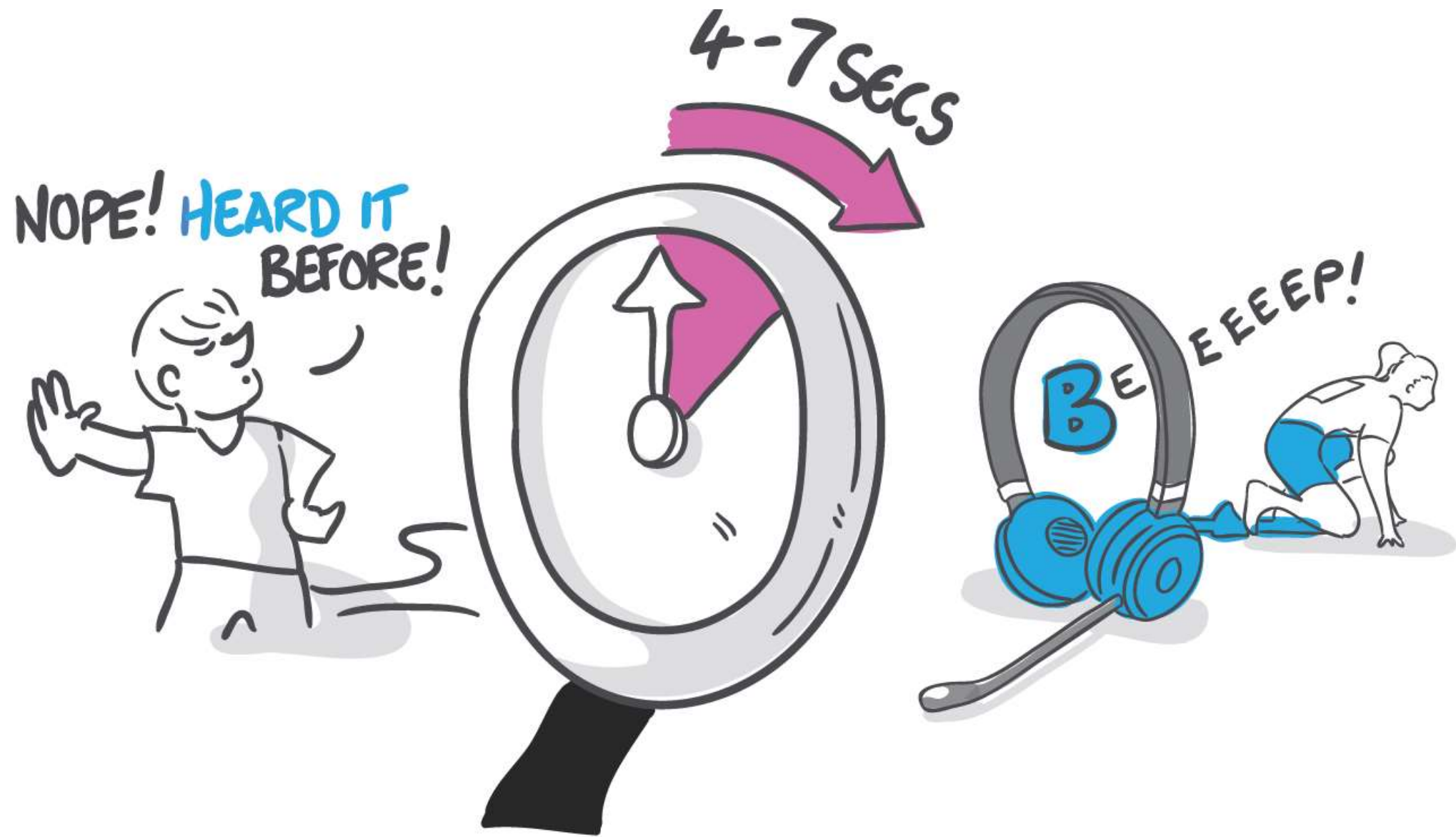




# Customer Experience

## Top Tips from Great Contact Centres



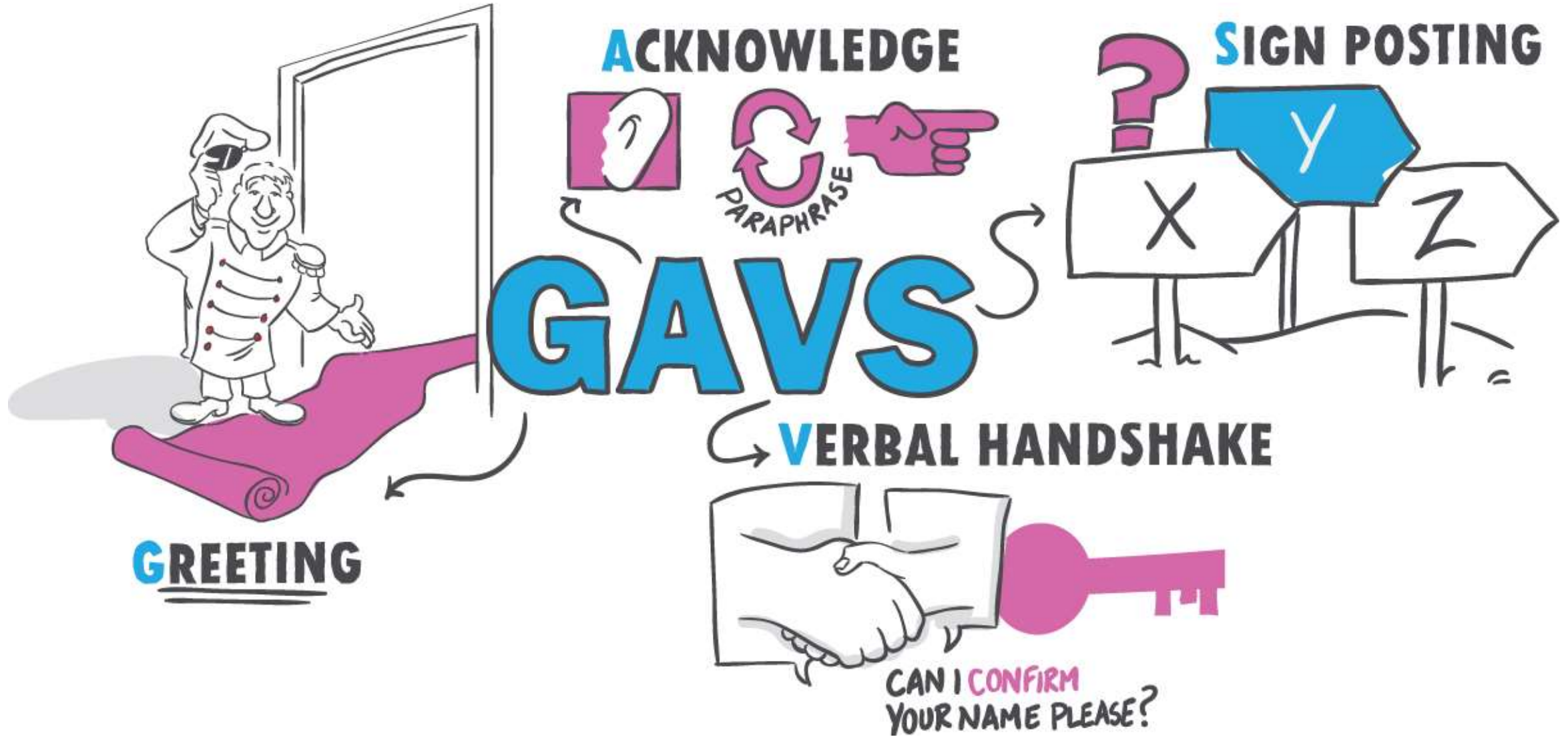


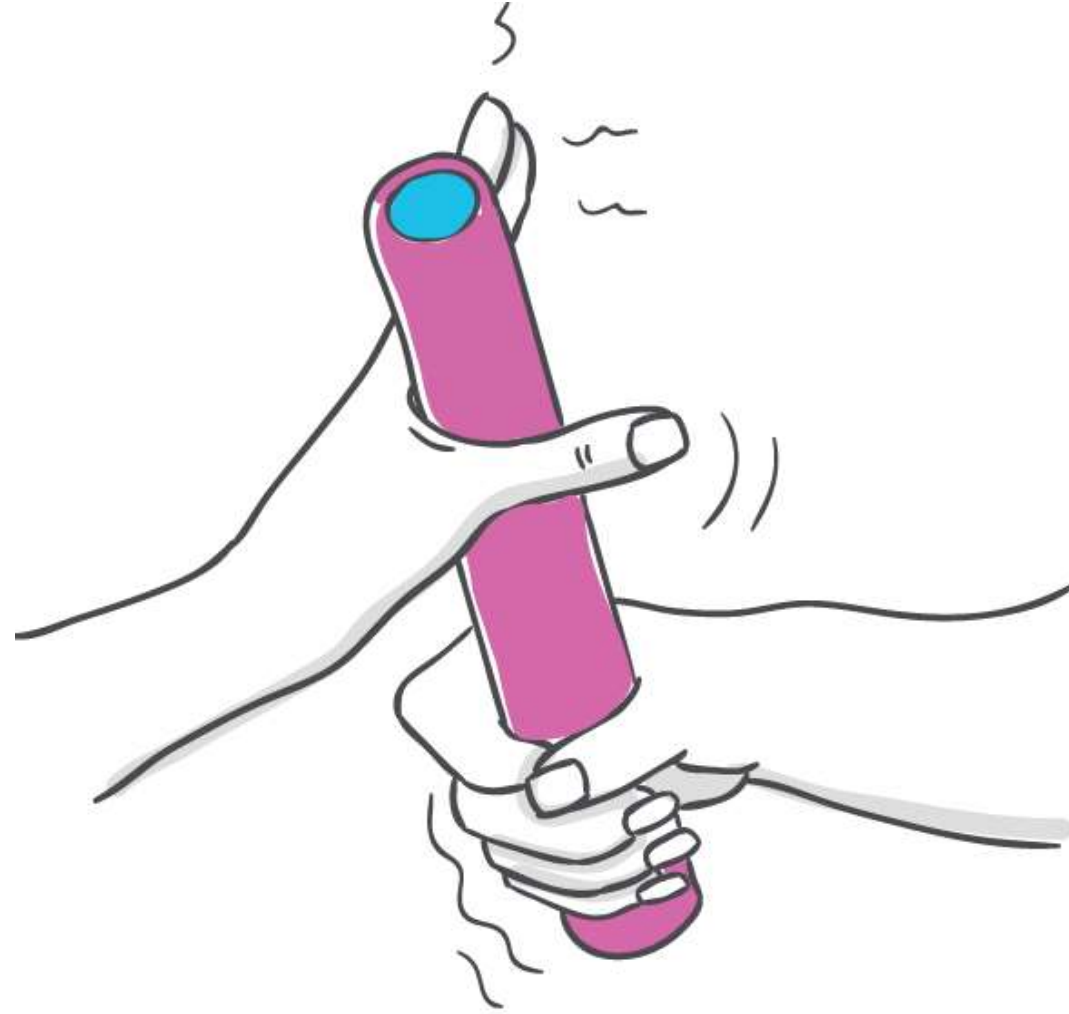
# FIRST IMPRESSIONS



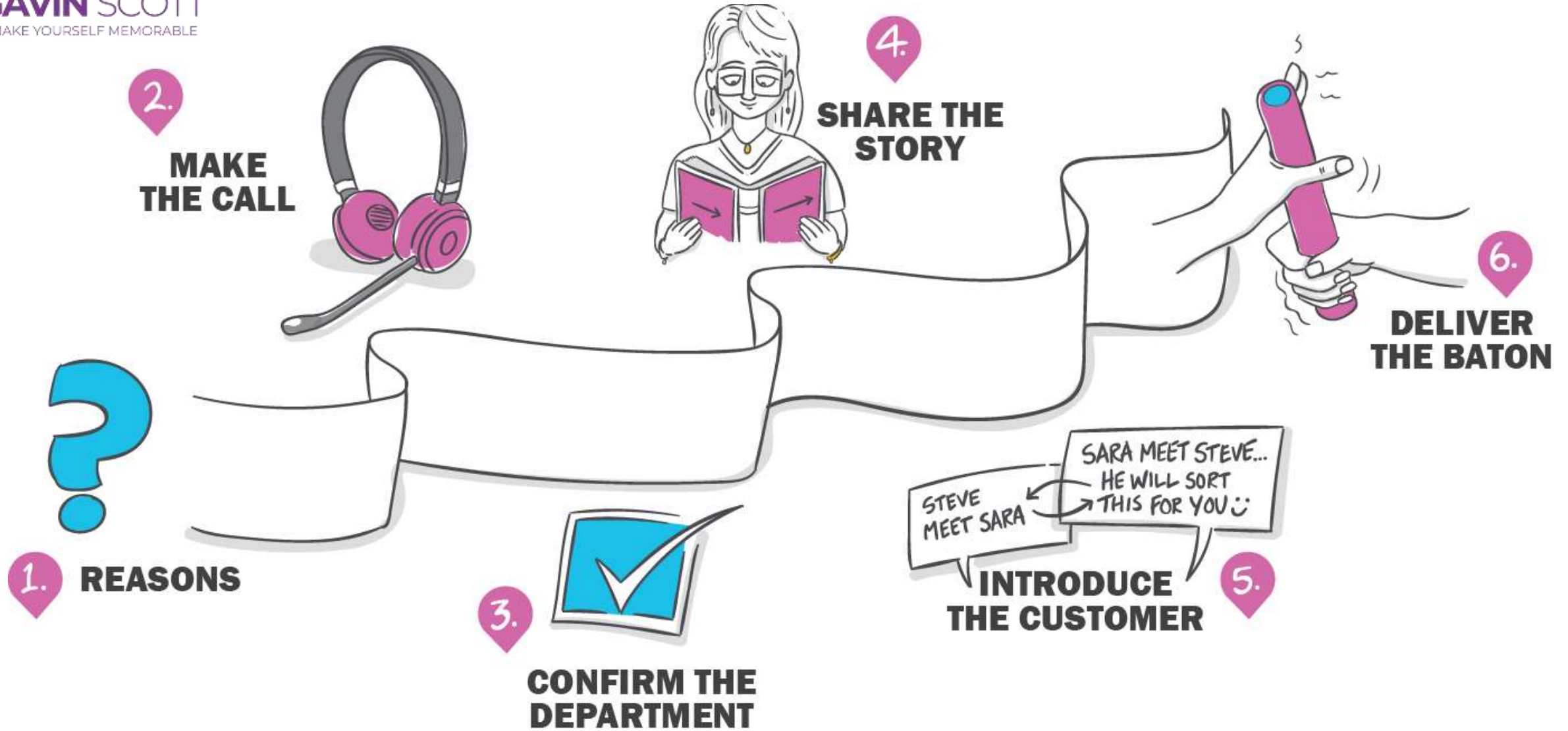
**BE MORE LIKE A DOG**







# BATON HANDLING







# scoreboard

Customer Satisfaction



Percentage of Calls Answered



Trust Pilot Score



Net Promoter Score



Number of Complaints



Number of open cases

Employee Satisfaction Survey



what's the  
**score?**



## scoreboard

Customer Satisfaction



Percentage of Calls Answered



Trust Pilot Score



Net Promoter Score



Number of Complaints



Number of open cases

Employee Satisfaction Survey



**connect with**  
**purpose**

**connect with**  
**purpose**



**connect with**  
**purpose**

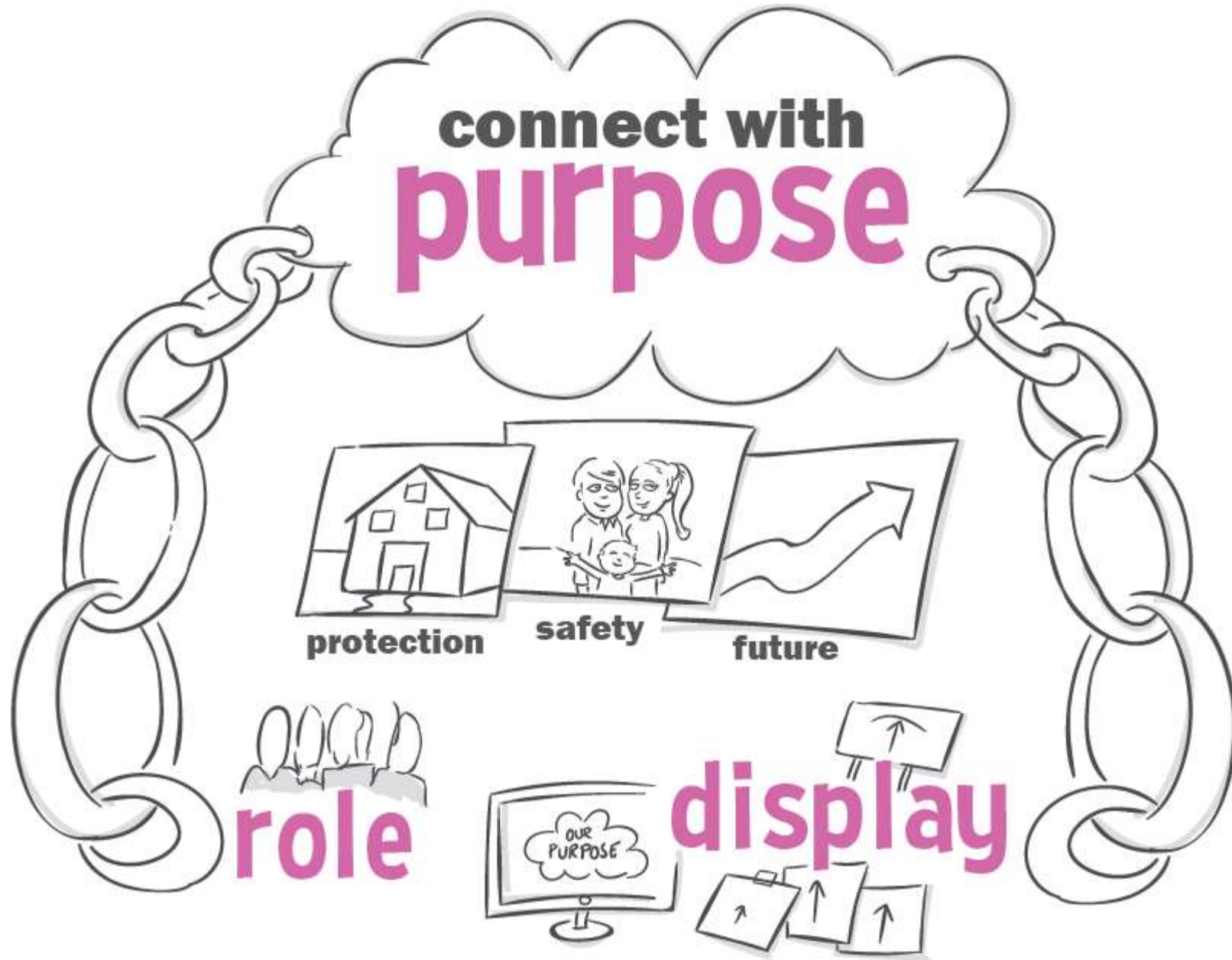


  
**role**

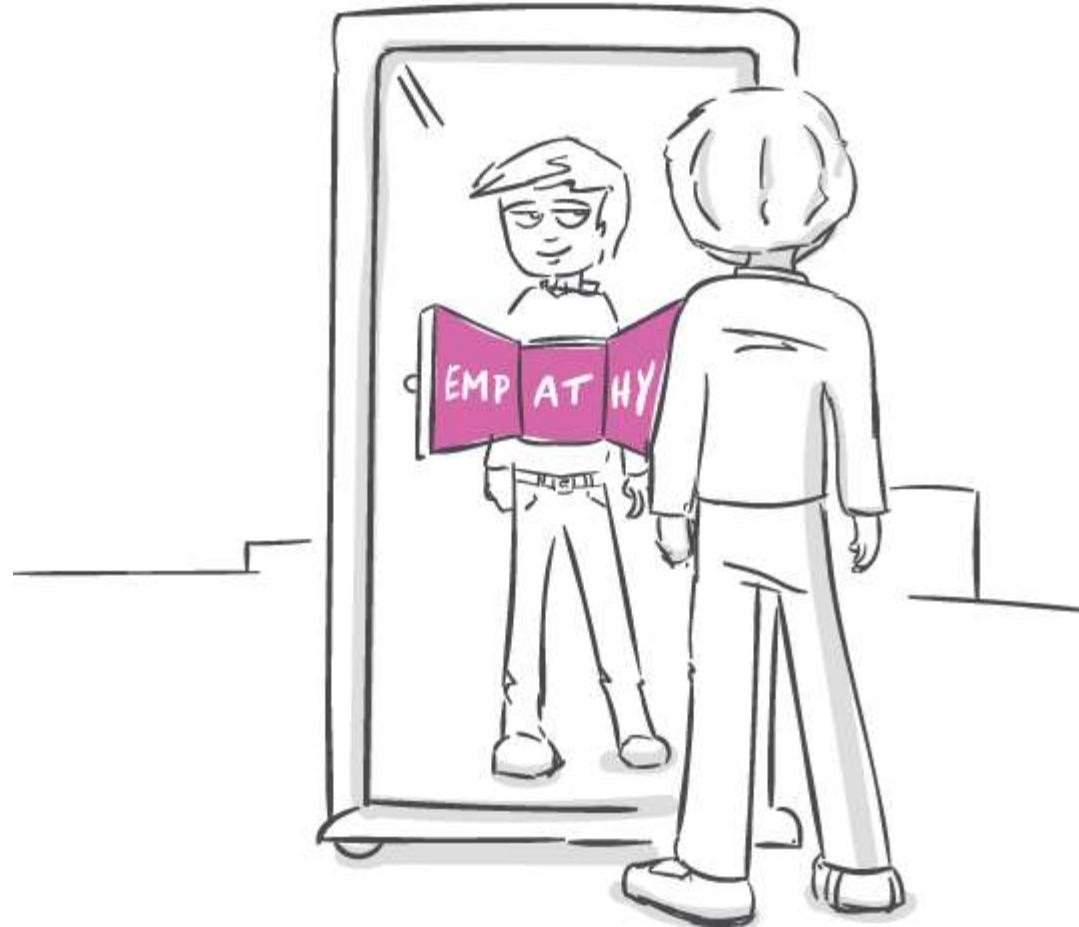


  
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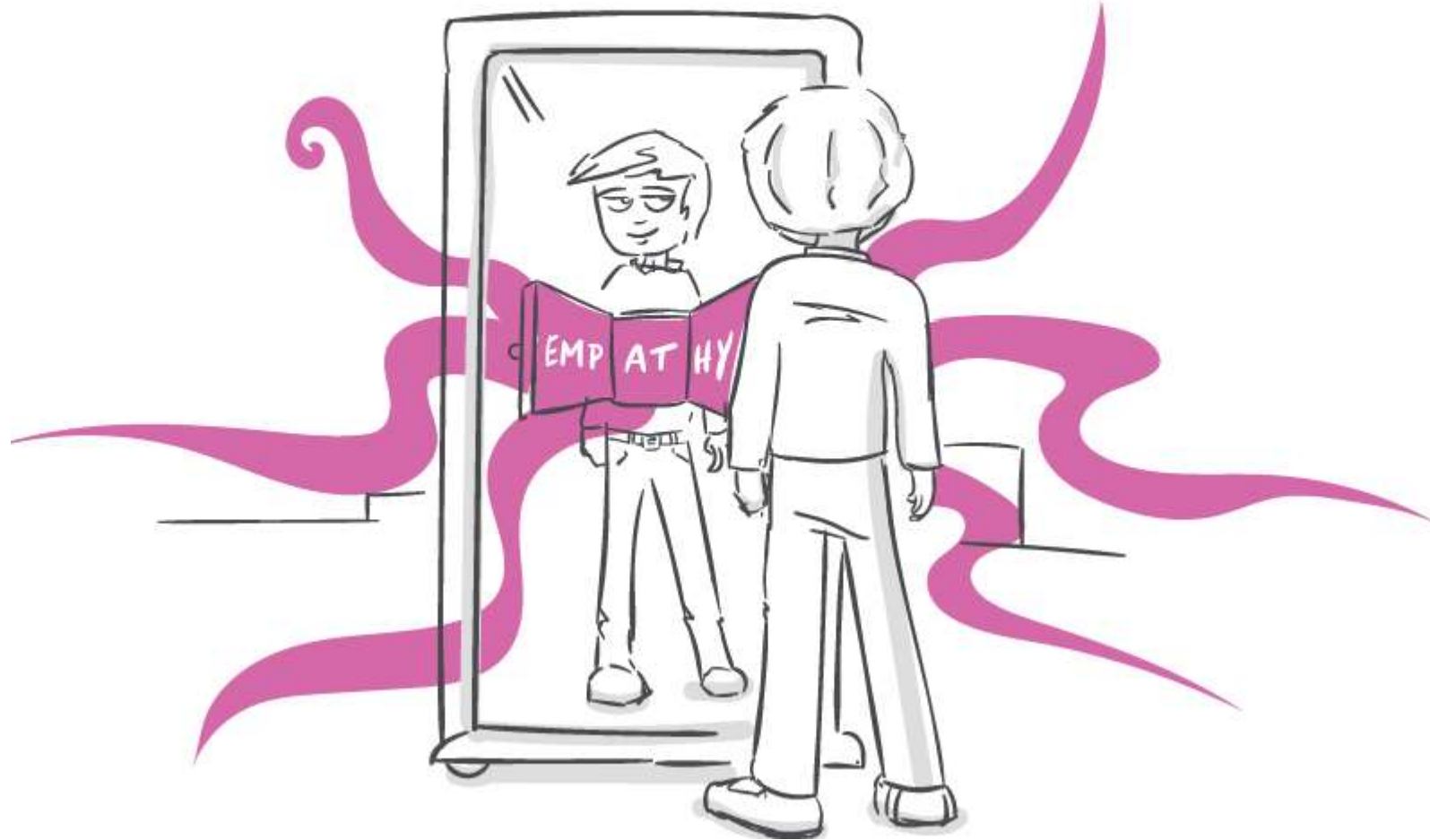




# Empathy



# Empathy



## HOW DO YOU SHOW UP?



# Customer Experience

## Top Tips from Great Contact Centres







# ***MUHAMMAD ALI 1942-...***

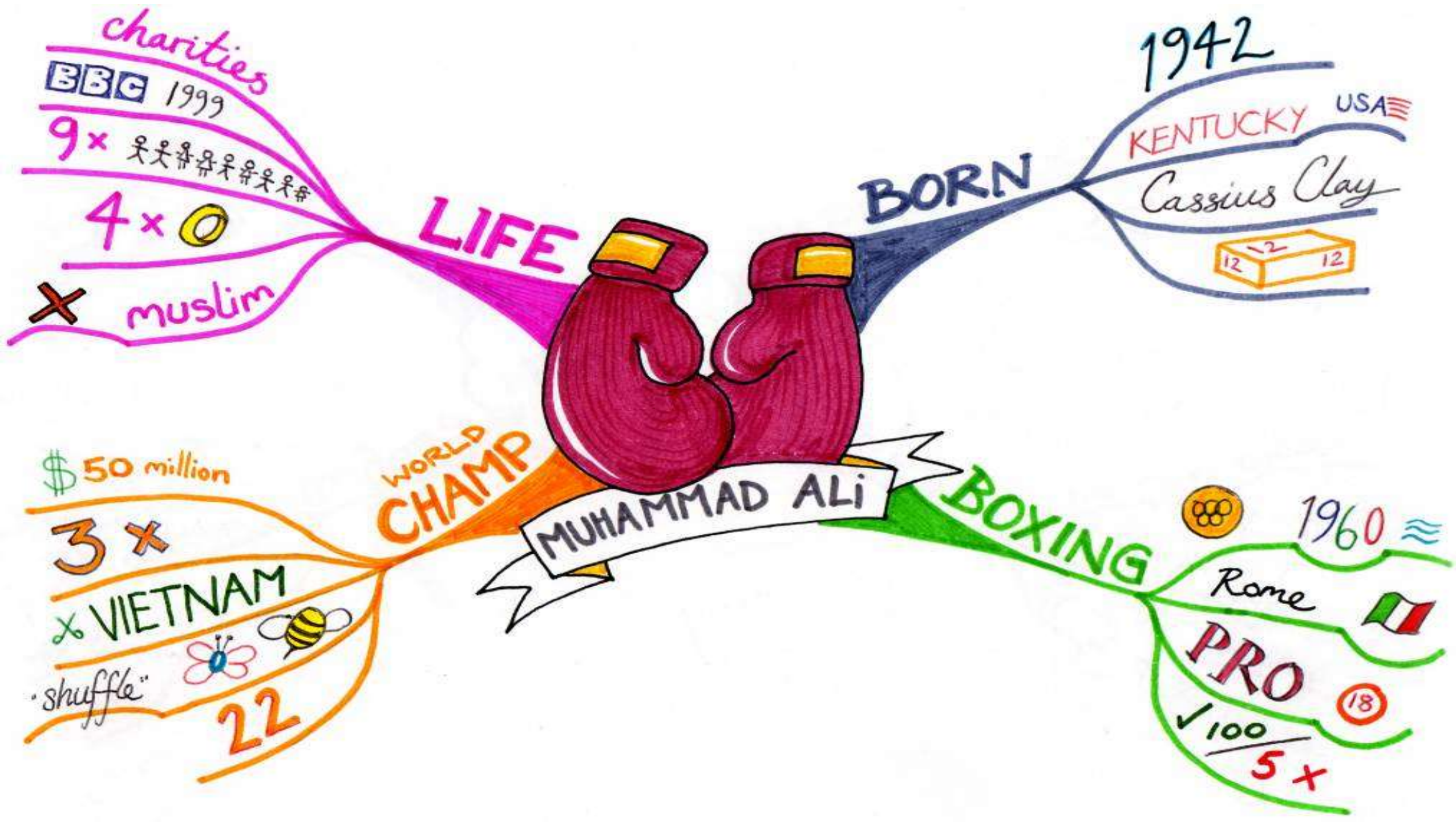
Muhammed Ali, arguably the greatest boxer in the history of the sport. He was born in 1942, in Louisville, Kentucky in the United States. He was named after his father, Cassius Clay, Sr., who was named for the 19th century abolitionist and politician Cassius Clay. He changed it to Muhammed Ali in 1964. He became a boxer at the age of 12. As an amateur boxer he won many titles, culminating in the Light Heavyweight gold medal in the 1960 Olympics in Rome, Italy. When Ali returned home to the states, he was so proud that he wore the medal around his neck wherever he went. After a week, he went to a café and ordered a drink. The waiter said ‘I’m sorry, we don’t serve coloured people’. Ali was so incensed by this! He had represented his country, won the gold medal, and come back to this kind of treatment. Muhammed Ali ripped from his neck and threw it into a river. Ali turned professional at the age of 18. Ali’s record was 100 wins, 5 losses when he ended his amateur career.

Ali became the World Champ at the age of 22. Clay was famed for his unorthodox fighting style. Rather than match his opponents with brute force, Clay brought tactics and strategy into the ring. With his fast-moving style, he was equally adept at dodging a punch as at delivering one. His fancy footwork soon became known as the ‘Ali shuffle’. Ali also fought a great psychological game, often beating fighters before they stepped foot in the ring. It was in the pre-fight build up to his first world-title fight with sonny liston that Ali famously said “I will float like a butterfly and sting like a bee”.

In 1967, when Ali refused on religious grounds to be drafted into the US army to fight in Vietnam, he was stripped of his title and banned from boxing., two decisions he successfully overturned in court. This he achieved by defending himself brilliantly without a lawyer.

In 1971, Ali lost the title to Joe Frazier. Ali went on to win it back and then fought in two of the most famous fights in the history of boxing; The Rumble in the Jungle, versus George Forman and The Thrilla in Manilla, again versus Joe Frazier. Ali is the only boxer to have held the World title on 3 separate occasions. Ali retired from professional boxing in 1981, at the age of 39, with a career record of 56 wins and 5 losses, and as a three-time World Heavyweight Boxing Champion. Throughout his boxing career Ali was won over 50 million \$. Muhammed Ali became a Muslim around the age of 22, and a member of a group known as the Nation of Islam (or the Black Muslims) and was inspired by the teachings of Malcolm X. Muhammad Ali has been married 4 times, and has had nine children. There have been many films made of his life, most recently with Will Smith in the title role. Ali was awarded the coveted title of ‘Sportsman of the Century’ by the BBC in 1999. Although suffering from parkinsons disease, Ali still makes many public appearances. He refuses to allow his disability to beat him. He travels around the world doing great work for charity.











# Customer Experience

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