



هيئة كهرباء ومياه الشارقة

Sharjah Electricity & Water Authority

SEWA

30

Management Tips on Customer Delight

quick, practical, to the point

Initiated By:



INTERNATIONAL VOLUME 2

SEWA

30

Management

Tips on Customer Delight

SEWA 30 Management Tips on Customer Delight



Keep Challenging Tomorrow

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Chairman's Message



“What is your perspective on Customer Delight?”

It's a question on the minds of C-suite leaders, head honchos, CEOs, and management gurus. This interesting question was also the takeoff point of this amazing book, *SEWA Top 30 Management Tips on Customer Delight*. Enlightened by my 20 years of experience in Government and semi-Government authorities, my prompt answer is 'customer'.

Customer experience is the new competitive battlefield—but are you battle ready? This book entails the secret recipes of the most effective customer experience (CX) leaders, providing prescriptive guidance on how to infuse customer-centricity in your organization. Through a series of tips from high-profile leaders from across the globe, including the Iceland, Canada, Malaysia, Sweden, Chile Norway, Australia, the United Kingdom (UK), United States of America (USA), India, Pakistan, Kingdom of Saudi Arabia (KSA) Germany and The United Arab Emirates (UAE), *SEWA Top 30 Management Tips on Customer Delight* is a treasure trove of knowledge garnered from years of experience and research.

This is a highly collaborative manuscript, so it gives me particular pleasure to acknowledge the extensive responses we've received from the top leaders of globally renowned organizations and pioneers of the CX arena. Without their extraordinary knowledge of customer service skills and their promptness in sharing their 'know-how' and 'tricks-of-the-trade', we could not have met the ambitious deadlines of this fast-track book. I am delighted to see this 'walking the talk.'

In fact, every time we approached a prominent person, he/she would reply: 'Count me in' or 'Sounds interesting, tell me more.' This overwhelming response kept the needle moving and reinstated our belief in the importance of this major study and our ongoing commitment to our work. Eventually, this led to oversubscription of the nominations. We ended up receiving many more responses than we initially targeted. Hence, with great pleasure, I would like to announce our next upcoming series: *SEWA Top 30 Management Tips on Innovation*.

Last but not least, a heartfelt thank you to the SEWA CX Unit for initiating and successfully executing the publication of *SEWA Top 30 Management Tips on Customer Delight* and providing an impressive amount of collaborative energy throughout the endeavor.

Dr. Rashid Alleem

Chairman, Sharjah Electricity and Water Authority





Personally, I realized that I serve myself best when I serve others most.

Dr. Rashid Alleem

Chairman, Sharjah Electricity and Water Authority



01



- a) Systematically exceeding customer expectations is the only way to ensure long-term loyalty.
- b) Your employees and clients are the biggest asset of your company, We should work to simplify all physical and digital interaction between them.
- c) In a commoditized world brimming with interactions, details are more important than ever.
- d) The business plan for a sustainable project over time begins by putting the customer at the center of your daily decisions.

Dimitris Bountolos

CDO, LATAM Airlines and Senior Special Advisor to the Leadership of NASA – Chile





02



- a) Keep the customer at the core of your business strategy & operations.
- b) Stay lean to ensure a fast response to your customer needs.
- c) Build a culture that encourages proactive customer service.

Dr. Dalya Al Muthanna

President & CEO, GE – UAE

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03

Alaris

a Kodak Alaris business



- a) Obsess over understanding, caring about, and building products for your customers' business goals above your own.
- b) Over-deliver on customer service. Being courteous and going the extra mile costs almost nothing and leaves a great impression.
- c) Use your content (social posts, podcasts, case studies) to amplify and celebrate your customers' wins.

Donald Lofstrom

President and General Manager, Alaris –USA



AlarisWorld



AlarisWorld



AlarisWorld



04

silah 
Delivering Excellence



To deliver customer service experiences modern day customers want and expect requires a simple way of thinking :

Quite simply, if you were a customer, what would perfect look like to you. ?

The framework for this framework should consider 4 areas :

- a) How **Easy** is it for customers to interact with you ? Across every channel, whenever they want or need to.
- b) How **Personalized** is each customers interaction ? Do you make them feel as though they are important and care for ?
- c) How **Intuitive** is your response to their service interaction ? Do you consider the urgency & timeliness of their need ?
- d) How **Contextual** is their experience ? Do you consider their 'bigger picture', using the data you should already know ?

Alex Mead

Customer Service Experience Director, Silah Gulf – UK

 alexmead

 alexjamesmead



05

Life Is On

Schneider
Electric



We want customers to recognize SCHNEIDER as best in class to deliver an outstanding experience: personalize, fast, seamless and qualitative on every touch point, with digital as enabler
We surprise and delight our customers as we would be nowhere without them. So, not only do we put ourselves in their shoes, but we also anticipate their needs and go the extra mile.

Ali Oueida

Partner VP, Schneider Electric – Gulf Countries & Pakistan

 ali-oueida



www.se.com



- a) Treat customers as how you would like to be treated.
- b) Simplify and use technologies to make the process easy.
- c) Only if your customer is satisfied, your business will thrive.

Dr. Thumbay Moideen

Founder President, Thumbay Group – UAE

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07

MONSPACE®



- a) Listen to complaints and respond fast.
- b) Deliver above and beyond customer expectations.
- c) Be ready to serve whenever needed, but do not impose.

Dato' Sri Jessy Lai

Group CEO, MonSPACE Multinational Corp – Malaysia



- a) Be present with ourselves and our customers, in that moment. Pure awareness and unwavering attention demonstrates we are listening intently and paying attention to their needs.
- b) Knowing your audience and responding to their needs is critical for success. Diverse ways to meet the needs of diverse people affords great opportunities for growth and expansion on a global level.
- c) Well-Being is an area that is growing amongst the population. We will have to make concerted efforts to caring for ourselves, each other and our planet.

Safina Hirji

Founder, Stillness Hub – Canada



09



If you are trying to maximize the productivity of your contact center, the most important factor is actually unrelated to technology: It's the people working there! **Keeping agents happy and engaged is key to delivering a good experience to customers, and doing so efficiently.** Once you've taken care of your people, there are a bunch of technology-related improvements you could pursue. **Replacing hold-time with a call-back is a no-brainer: It eliminates something that customers universally dislike, while lowering abandon rates.** It has added side of improving agent morale, because callers that have not waited on hold are often more agreeable when they reach an agent."

Shai Berger

Co-Founder and CEO, Fonolo – Canada



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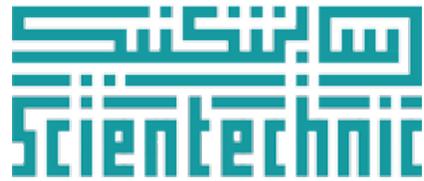
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10



- a) Listen to the customer. It is the only way to understand his/her requirements and provide solutions based on that.
- b) Be adaptable. Flexibility and willingness to work as per the customers schedule and preferences is key.
- c) Do more than what is expected. It will go a long way.

Easa F. Al Gurg

CEO, Scientechnic – UAE



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11

experience5



- a) Customer Experience is not a department – it's an attitude!
- b) If customers want the **three E** (effect, easy, and emotion) and you have to deal with the **three P** (product, process, and people), then this is your 3x3 playing field for game changing improvements!

Stefan Osthaus

Managing Director, experience5 – Germany





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CQX
by Veronika Luxemburg



“What’s your perspective on Customer Delight?”

Customer perception of ‘delight’ is a shared experience. It depends on 2 unique humans negotiating about what that ‘delight experience’ means. It’s about one subjective perception meeting another subjective perception. It’s not about having employees ‘executing’ customer delight – it’s about them ‘being’ the subjective of the experiences. **PEOPLE** are the most important ingredient in relation to customer experience. That is an emotional process. Its people that meet, not products or services.

Veronika Luxemburg

Founder and Managing Director, CQX – Sweden

in [veronika-luxemburg](https://www.linkedin.com/in/veronika-luxemburg)



veronika@cqxlux.com



www.cqxlux.com



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Create value for your customers and employees and they will create value for you.



It's not just the experience - it's the value you create for the customer and employee. Did you save them time, make them more efficient, reduce their risks?

Be interested in what your customer wants to feel and achieve in their life. You will make more progress than trying to get them interested in you.

We make decisions every day - in our personal life and in our workplace - that affect others. Be diligent about thinking how the other person thinks and feels - "what if you were in their shoes?"

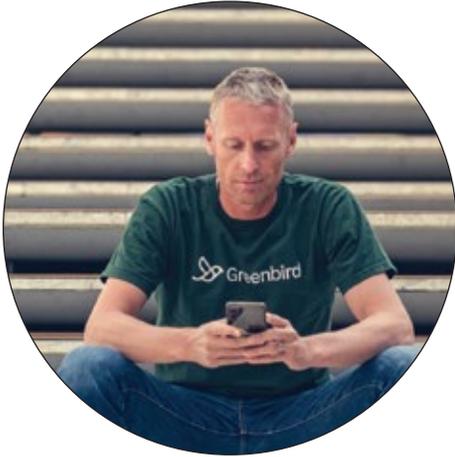
Helping others fulfill their emotional needs is the basis for creating a deep relationship. Fulfilling those needs creates value for the other person in the relationship. That is why employee and customer experience are so vital to brands and organizations thriving - you can't succeed if you are only focus on your value. It is the exchange of value with others that really drives how we thrive.

Design a work experience for your employees so they can thrive. Your brand will thrive too.

Diane Magers, CCXP, MS, MBA

Founder & Chief Experience Officer, Experience Catalyst – USA





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We strongly believe that Energy companies in the future will be a Digital Lifestyle Provider with an entirely digitized user experience and on-demand green energy services. Consumers constantly seek for a better life and more convenience with a clean conscience. To satisfy to consumers' expectations for advanced lifestyle services combined with their desire for a greener future, utilities have to develop the Digital DNA needed to drive the energy revolution and creates exceptional customer excellence.

Thorsten Heller

CEO, Greenbird – Norway



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LarsEn Energy Branding®



- a) Build a strong brand that is consistent all the time at every touch-point.
- b) Go above and beyond at meeting expectations and constantly raise the bar.
- c) Empower your customers to build a community around your brand.

Fridrik Larsen, PhD

CEO, Larsen Energy Branding – Iceland



LarsEnBranding



larsen-energy-branding



www.larsen.energy



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- a) We enjoy listening and helping clients, customers and individuals, solving any problems they may have.
- b) We take an enthusiastic approach, combined with friendly, genuine dedication to meet customers' measure of success and satisfaction.

Low Jin Phang

EVP & GM, Info-Software Systems, Electronics, ST Engineering – Singapore





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We at ADIB, as an Islamic financial services institution, aspire to deliver the best Customer Experience to our valuable customers and to be #1 Bank in Service in every Market that ADIB operates in. Set standards that are in line with ADIB's strategy and core values that are the guidelines referred to while designing our products and services to customers. This is derived from ADIB's Vision, Mission & Values.

- a) Simple and Sensible.
- b) Transparent.
- c) Working for mutual benefit.
- d) Nurturing hospitality & Tolerance.
- e) Sharia Inspired.

Faraz Niaz

Senior Vice President & Global Head of Customer Experience, ADIB – UAE



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MULTIFARIOUS EXPERIENCE



Typically, as customers and as human beings we 'feel' delighted when, depending on the context, we are cared for, achieve a goal or receive an unexpected surprise. Hence, delight is variable and dependent on the context, mood, expectations, behavior and narrative. I'm a nutshell, organisations can focus on three core aspects to 'delight' their customers:

- a) **Observe:** 'Listen with your eyes' ie observe how your customers interact with and behave in their natural environment this will help to develop deeper and more qualitative insights which are often overlooked in traditional surveys and questionnaires.
 - b) **Empathise:** Walk through your customers' journey to unveil their moments of frustration and opportunities for improvement or innovation. Hire staff that are intuitive and responsive to customer needs whilst not losing sight of the business case.
 - c) **Co-create:** Facilitate sessions with real customers and staff members, empower them to design their desired experience whilst gaining real time insights about what makes them feel delighted.
- Lastly, it is equally important to start by applying the points mentioned above to your staff as well

Hassan Mohammad, CCXP, RTP

Founder & CEO, ME – UK



MultifariousEng



hassan-mohammad-ccxp-rtp



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We delight our customers/users by making WorkApp completely free to sell their goods and promote their business. No Costs No Catch. WorkApp was built to help people and businesses to thrive in the digital age without a cost.

Shane Wallace

CEO, WorkApp – Australia

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The path to customer delight begins with treating your customers the way they would like to be treated and not the way you would like to be treated.

Whether you are running a retail business or serving institutional clients, it is always best not to assume you know what the customer wants.

This means it is important to ask questions.

I always encourage audiences at our workshops to develop an arsenal of powerful **'High Yielding Questions'** that will not only elicit needs but also reveal what is driving the needs.

Obtaining these insights that are often not obvious from a distance, places you in the best position to not only meet current needs but anticipate future needs and therein lies the key to customer delight.

Mosun Shasore, CCXP

Chief Executive, Quramo Advisory – Nigeria





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thought expressions



"At Thought Expressions, we believe that we can help anyone who walks in through our door. Our customer service motto is to ensure that every customer who comes to us, walks out of our door in a better form than they came in. The entire team is aligned to this objective".

Manoj Vasudevan

CEO, Thought Expressions Author, Senior Executive Coach,
World Champion of Public Speaking – Singapore

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بنك دبي الإسلامي
Dubai Islamic Bank



- a) Listening well is half the job done.
- b) Always put the Customer First .
- c) As we continue to roll out exciting digital innovations, our end-goal is superior customer service

Nasser Al Awadhi

Chief of Consumer Banking, Dubai Islamic Bank – UAE



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Excellence with Values

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



Customer service and excellence can result only if we can give delightful experience to the customer. This can be achieved by exceeding their expectations in terms of positive engagement with them by listening, obtaining and reacting to their feedback, queries, complaints and suggestions with empathy and patience. Maintaining regular communication with them is very important.

Dr. Anupam Varma

Dean Academics, BIMTECH – India

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Be Consistent Across Channels

Customers expect consistently excellent experiences across an increasingly diverse set of channels. And when the experience isn't consistent from one channel to the next, it feels broken. By working to eliminate data and service silos, it's easier to be consistent.

Prof. Chris Abraham

CEO and Head of Dubai Campus – UAE



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Blending ethics and pragmatism, I would say mutual respect, understanding and joy of communication should form basis of customer relations on the principles of:

- a) Care
- b) Commitment
- c) Cooperation
- d) Consistency

Renu Malhotra

Publisher & Editor in Chief, AFROASIAN BUSINESS CHRONICLE & Global
Chairperson, Global investment & Trade Asso.(GITA) – India

in Renu Malhotra / Editor - Afroasian Business Chronicle

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American University of Sharjah



In the utility industry, interacting and communicating with customers on a regular basis, listening and responding to their requests and concerns in a timely manner, and in particular keeping them updated about their service appointments are vital for enhancing their service experience, loyalties, and happiness.

Dr. Moncer Hariga

Professor and department Head -Industrial Engineering Department,
American University of Sharjah – UAE

in moncer-hariga

 www.aus.edu



شركة مجموعة كابلات الرياض
Riyadh Cables Group Company
Be Seen, Get Connected



- Empowering customer service team is the main pillar for delighted customer .
- Personalize customer relationships .
- Under promise and over deliver.
- The Little Something Extra, will make the difference.

Bassem Naes

Group Marketing Director, Riyadh Cables – Kingdom of Saudi Arabia



A successful business, under the current globalised paradigm, keeps the customer as it's central focus. It is the inner most need of the customer residing at the farthest point which drives our businesses.

Hence it is paramount that addressing the changing needs of the customer become the central feature of our business. We want to fully satisfy the current demand; as also gauge how the demand is going to transform in the near future. Accordingly a product mix and the distribution strategies would constantly be re-tuned to the wishes of the customer. Meanwhile, the business would also harmonies its strategies on Human Resources is and supply chain management to align fully with the customer needs. All stakeholders are individually important, but the company as a whole evolves by delighting each of the stakeholders.

Biju Gopinath

Managing Director, Ocianic Sands -India



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Service means:

- S-** Sincerity
- E-** Empathy
- R-** Responsibility
- V-** Value for money
- I-** Intention
- C-** Creativity
- E-** Empowerment

Suresh Mohan Semwal

Co-Founder, Possiblers – India

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 www.possiblers.com

30



Always make the customer feel welcomed when he approaches your organization irrespective of his need (a problem ,solution advice or a suggestion).

- a) Let the customers have a larger experience, an organizational experience than limited to just a department .
- b) Deliver a pre sale and post sale experience.
- c) Deliver service that exceeds the customer expectations which will create a positive emotional reaction .
- d) Consistently take customer feed backs and rectify weak areas .
- e) Try and contribute to the customer's success with your products or services.
- f) Create a customer centric-corporate culture where processes, systems, people and leaderships are aligned.

Lalu Samuel

Chairman, Kingston Holdings – UAE

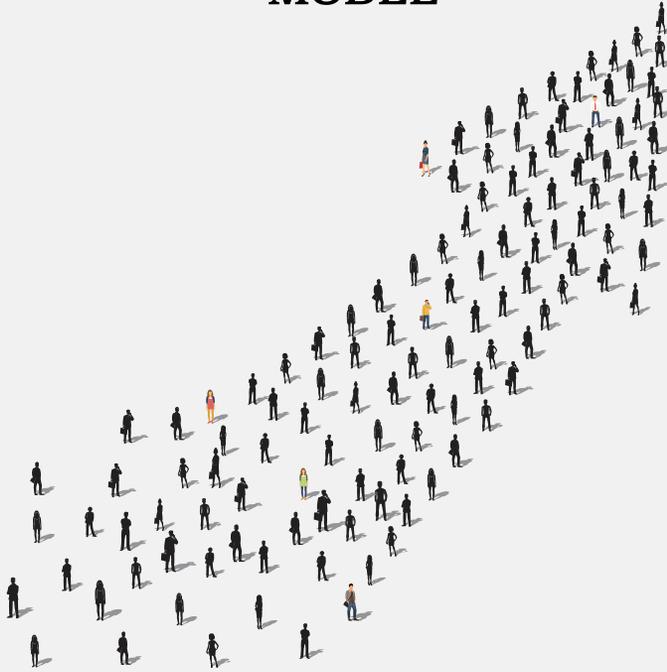
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THE SEWA CUSTOMER-CENTRIC MODEL



DR. RASHID ALLEEM

GCC Happiness & Peace Ambassador

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