

THE *Effective* EXECUTIVE 2009

FACILITATOR: William Murphy

DATE: June 4, 2009

SESSION: Customer Centricity - An Essential Driver of Success

24 Participants

(PLEASE CIRCLE)	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	Average (%)
How would you rate this session overall?	14	9	0	1	0	4.5
How would you rate this instructor overall?	18	5	1	0	0	4.71
How would you rate the session materials?	9	13	1	1	0	4.25
Comments on any of the above ratings:	<ul style="list-style-type: none"> • Instructor had great energy and was interactive with the participants. Did a great job at teaching to make sure people understood. • Excellent speaker. • Great presenter. Good reinforcement of customer service principles. • Great start to the day! • Great energy, engaging. (4) • Outstanding presenter, passionate, engaging. • Excellent speaker and very good material. • Very engaging. Course material was of value. • William was totally able to engage participant and keep our attention focused. • Very good. 					
What was most valuable about this session?	<ul style="list-style-type: none"> • Delivery gap on true customer satisfaction, 3 on a survey is not good enough 4 rules. • Good perspective on customer/provides relationship. • Seeing the commonalities in customer service experiences, both positive and negative. • Seeing how people have different perceptions of who the customer is. • Realization that I have customers <u>within</u> my organization. • Examples of customer service/developing relationship with customers (how to think and act like a customer to determine how to better serve customers). • Refocusing on the customer is critical. Mr. Murphy did an excellent job of delivering that message. 					

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<p>Continued. What was most valuable about this session?</p>	<ul style="list-style-type: none"> • Reaffirmations that customers come first and they are the reason we are here. • Easy to understand – found new phrases and reasoning to take back to the company. • Core leadership – think about the impact on the customer. • Examples used. Practical explanation of theory and ideas. • Subject matter is essential to the success in the business/organization. • Will made this session very interesting. What I have noticed over the week is the facilitator make or breaks the session. • The topic is very important and needs to be communicated. • Reminder that the “customer” is ultimately who we are waiting for.
<p>How might we improve this session?</p>	<ul style="list-style-type: none"> • Strategies for departments that are services to the organization (IT, HR, etc.) that faces an external customer. Also strategies for the same group on creating satisfaction for the <u>internal</u> customers. • More about internal customers. • Good portion people produce commodities, but more relation of the concepts to relationship with reports and boss as our “customer”. • Explore more with the group and less lecture. Let me come to understand the answer instead of “telling us”. • Focus more on student roles (industrial not still customer oriented but service industry) different aspects (internal customers vs. external). • More talk of internal customers. • Some concrete relation to the public service would help me understand those types of customers to close the gap.

Additional Comments:

- Energy level – awesome!
- Very good. Entertaining and informative. Well done William!
- Great session. Will was very energetic and had great delivery for what could have been a very dry subject matter.
- Material was specific and focused. Excellent!
- Great person to lead off the day because of his energy.
- Dynamic – lots of valuable take-home materials.
- Good relation to workers as customers.
- Great presenter! Bring him back again!!
- Engaging, knowledgeable, useful session. Thank you! So refreshing after the day before to see progressive thoughts delivered in a lovely fashion.
- Very good presenter.