

# Now is the Time – *Differentiating on Service Experience*

**Date:** 22 June 2018

**Time:** 11:00am – 12:00pm

**CPD:** 1 hour



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## Webinar – Now is the Time: *Differentiating on Service Experience*

### Topic Outline

Differentiation is a word commonly used in Mutuals, particularly in relation to being *a different kind of financial institution* – i.e. compared to a major bank. This word regularly comes up in strategy discussions, however how does it ‘tangibly’ translate to the customers through day to day interactions?

Mutuals are ideally placed - ‘right now’ - to truly differentiate based on the service experience they provide. That said; the catch is that they need to be consistent in providing a service experience that leaves their customers feeling valued, connected and truly understood. This then results in the customer keeping their mutual organisation ‘front of mind’ when they have a financial need, along with increasing positive advocacy in the market.

The Banking Royal Commission is certainly providing plenty of appalling service examples, along with a clear insight into what happens when the focus on profit increase and return to shareholders takes over from the importance of providing quality service that results in long term customer relationships that are ***based on trust***.

*As Fredrich Nietzsche once said: “I’m not upset that you lied to me, I’m upset that from now on I can’t believe you”.*

The opportunity to strengthen or weaken trust with customers arises at every single interaction point of their relationship with your mutual.

This webinar has been designed to provide some thought leadership around achieving ***trust based service differentiation***, and will cover:

- Why now is the best time to differentiate?
- Considering how your mutual would rate on the *trust scale* with your members / customers.
- Exploring the concept of ‘Service Experience Excellence’ and its link to sustainable growth, along with building this into organisational culture.
- Some tips and tactics around building and maintaining strong trust based relationships with customers and members, along with increasing awareness around the major ‘trust breakers’.



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### Who is this for?

Operational, Marketing and Senior Managers interested in rethinking their definitions of what constitutes 'good service' – specifically strategies to build and develop long term customer relationships based on trust.

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**Cost:** \$110.00 incl. of GST per person. Where there is more than one registrant for a particular webinar from the same organisation, a discount to the value of \$55.00 will accrue for each registrant beyond the first registrant, and will be refunded to the organisation in a single payment following the webinar.

### Cancellations and Transfers

A 50% refund is available for cancellations received with one weeks' notice of the webinar start date. Cancellations received within one week of the webinar will receive no refund. Registrations however can be transferred to an alternative participant at any time.

### Payment Options

Payment can be made via EFT or credit card via the Online Registration Process (note: 2% surcharge for card payments). The Online Registration Process will generate a tax invoice, which in the case of EFT payments must be forwarded to the registrants Accounts Payable area to ensure payment. All card transactions are processed immediately.

Where an authentication code is requested, please contact Kayley Segalla. Email: [kayleys@ism.nsw.edu.au](mailto:kayleys@ism.nsw.edu.au) Phone: 02 9744 5717.





## Webinar – Now is the Time: *Differentiating on Service Experience*

### Our presenter



### Scott Dargan – Natural Mind Concepts

Scott has had over 25 years experience in the corporate world, primarily in banking and finance. He has also been operating as a management consultant, speaker and facilitator in the corporate, government and community environments for the last seven years.

He has practical experience in Strategy Development, Frontline Sales and Service, Sales and Service Management, Operational and Risk Management, Change Management, Contact Centre Management, and Recruitment and Cultural change. Scott is MBA qualified in the fields of People, Organisational and Change Management.

Scott also brings significant facilitation experience in a dedicated Cultural Transformation environment with a proven track record in developing high performance environments through increasing the use of emotional intelligence to increase staff engagement, individual and team effectiveness, and overall productivity.



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