

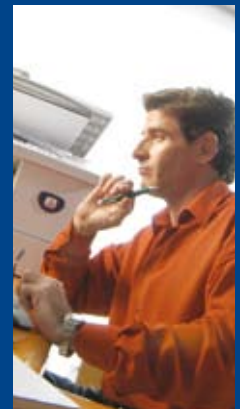


Building Superior
Service Cultures

Customer Success: **Business Services**

“The use of service as our key differentiator in this dynamic market is fundamental to our success.”

Andrew Hurt, General Manager, Xerox Emirates



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Raising the Bar on Customer Service Excellence



Operating in one of the world's fastest growing economies has its own set of very special challenges for the staff and management of any organization. That pressure is dramatically increased when the organization operates in the United Arab Emirates, where Ruler of Dubai and Vice-President of the UAE Sheikh Mohammed bin Rashid has launched an ambitious three-year plan to turn UAE into "the most successful country in the world."

Such is the situation facing Andrew Hurt, General Manager of Xerox Emirates, a joint venture between the Mohamed Hareb Al Otaiba Group and Xerox Corporation. "Xerox has traditionally had a strong heritage in customer satisfaction. An enduring value we have as an organization is that we succeed through satisfied customers," notes Hurt.

"Traditionally we have supported this through training, internal programs and staff incentives," Hurt explains. "The big question now is how can we raise the bar and further improve what we are already doing?"

Adding to the challenges is their four-year goal to double the size of Xerox Emirates. To achieve this, Xerox Emirates needs to grow faster than the rapidly expanding market.

A Successful History

First established in 1985, Xerox Emirates markets its range of innovative document management products, applications and solutions throughout the UAE. The company's product portfolio includes high-end digital production, publishing and printing systems; networked digital multi-functional office devices; and a complete range of production and office color solutions and laser printer machines.

"This program has generated so many new ideas and service improvement opportunities."

Andrew Hurt, General Manager, Xerox Emirates

The company's focus on business excellence is legendary. Xerox Emirates is ISO 9001:2000 certified for Quality Management Systems. Xerox has been recognized twice by the Government of Dubai with the Dubai Quality Award and has been awarded the Sheikh Khalifa Excellence Award in Abu Dhabi.

"Despite our successful track record and the recognition of our quality procedures, I saw a need to reinforce our service culture to ensure it was sustainable and would motivate our employees to continue to deliver a Great Customer Experience," states GM Hurt in explaining why the company selected the integrated and comprehensive customer service and culture building program from UP Your Service! College.

Hurt knew that to achieve the company's aggressive growth goals his organization would have to be on top of its game. He saw clearly the key differentiator for Xerox Emirates in the highly competitive and fast-paced UAE market would be an increased focus on excellent service.

A Sustainable Service Culture

"There were three aspects of Ron Kaufman's UP Your Service! College approach that attracted us," recalls Hurt.

"Firstly, through the Service Leadership Workshop we were able to deploy a top-down approach that enabled us to align the organization to the incredibly important task of building a sustainable service culture.

"Secondly, the UP Your Service! College approach of using Internal Certified Course Leaders allowed us to build and customize the program around our industry and the strong culture that already exists within Xerox Emirates.

"And thirdly, the language used in the course curriculum to develop and apply the learning points ensured we could use a common language when discussing service excellence. This was particularly important for us as we deliver service excellence across a multicultural workforce and must ensure that we build a sustainable service culture."

Having over 20 nationalities represented amongst its 200+

employees, the need for a culturally neutral, world-class program that combines classroom training with culture building activities was vital for Xerox Emirates.

From the initial decision to implement the UP Your Service! College program, Xerox Emirates employees were aligned to the objectives through regular communications meetings and the company's monthly internal newsletter. With these well-planned and integrated communications, the journey to building a sustainable and superior service culture was under way.

Immediate Benefits

Xerox Emirates witnessed immediate benefits from the proven UP Your Service! College approach, particularly in the way staff expressed the passion and inspiration from course teachings in their daily activities.

"We have rolled out Course 100, called "Achieving Superior Service" to all 200 employees," states Hurt. "I have personally attended two of these programs – in addition to the senior management program – and the level of participation has been excellent.

"More importantly, the candor our employees use when they discuss how they can take personal responsibility for Upping the Service they deliver to our customers will ensure that we continue to create a Great Customer Experience. The use of service as our key differentiator to maintain our leadership position in such a dynamic market is fundamental to our success."

"Taking personal responsibility is one of the key attributes of Uplifting Service Champions," notes Ron Kaufman, the world's leading educator and motivator for uplifting customer service and Chairman of UP Your Service! College. "During the UP Your Service! College programs, each participant, including managers, supervisors and frontline staff, create personal action plans to upgrade service standards and improve service performance."

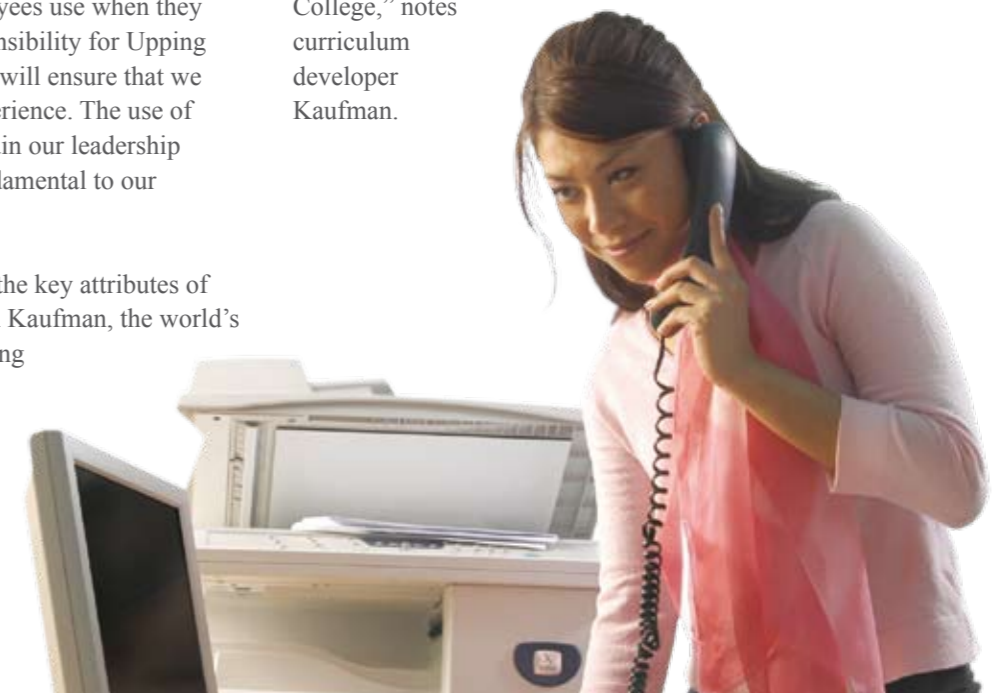
According to Xerox Emirates GM Hurt, "this program has generated so many ideas and opportunities that it was necessary to set up an UP Your Service! task force to prioritize initiatives generated by our staff. With the excitement and enthusiasm this program has developed, there is no shortage of employees wishing to join this important group!"

Internal Certified Course Leaders

One of the key criteria cited by Hurt for choosing the UP Your Service! College program was the opportunity for Xerox Emirates to use their own staff as Internal Certified Course Leaders to conduct the courses and facilitate the course exercises.

Two Xerox Emirates staff – Marketing Manager Belal El-Banna and Services Manager Jacob Kochummen – completed a three-day Course Leader Certification Program conducted by an UP Your Service! College Master Trainer. As part of this process they learned to customize course exercises and facilitate discussions in an effective and engaging manner.

"Xerox Emirates is an excellent example of how our clients benefit from the unique delivery system of UP Your Service! College," notes curriculum developer Kaufman.





“With our Internal Certified Course Leaders program, organizations gain much greater flexibility, better customization of course exercises, and lower costs when implementing these

proven courses. Equally important, organizations build internal service leadership talent as Xerox Emirates has discovered with El-Banna and Kochummen.”



Service Leadership Workshop with Ron Kaufman and the XEROX Emirates Senior Management Team.

“Taking personal responsibility is one of the key attributes of Uplifting Service Champions.”

Ron Kaufman, UP Your Service! College



Building Superior Service Cultures

UP Your Service! College provides world class service education that is easily customized and proven effective across diverse industries, languages and cultures.

College courses are quickly deployed for managers and staff at all levels using video-based courseware and in-house Certified Course Leaders.

UP Your Service! College combines service education with culture building support in twelve essential areas, providing effective tools, techniques and best practice case studies.

This integrated approach engages employees throughout the organization to build a superior service culture for sustainable competitive advantage.

UP Your Service! College was founded by Ron Kaufman, the world's leading educator and motivator for uplifting customer service and superior service culture. Ron is the author of the bestselling “UP Your Service!” and “Lift Me UP!” book series.

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UP Your Service! College

can help your organization
Build a Superior Service Culture for
Sustainable Competitive Advantage.

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