

# THE BRILLIANT SERVICE ACCOUNT MANAGER: ORCHESTRATOR OF THE CUSTOMER EXPERIENCE



James “Alex” Alexander  
June 19, 2014

# ABOUT SERVICE STRATEGIES

- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, standards.
- Standards and certification programs for:
  - Professional Services Organizations
  - Technical Support Organizations
  - Field Service Organizations
  - E-Service
- Career development and training programs for professionals working in the service organization.

# JAMES “ALEX” ALEXANDER



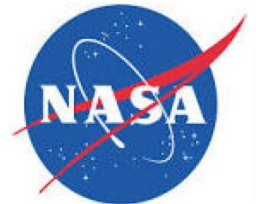
## Education:

- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus was on accelerating learning.

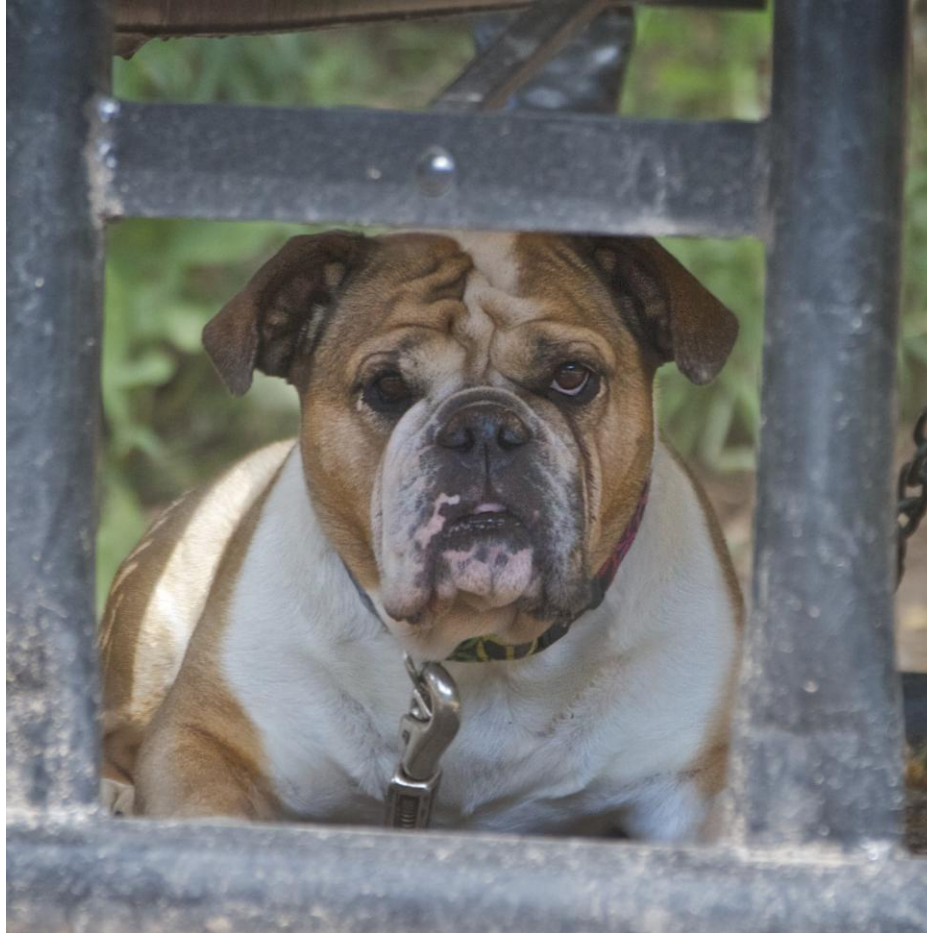
## Professional experience:

- In 1994 founded Alexander Consulting (a boutique consulting firm focused on building brilliant services businesses within product companies).
- Business partner with Service Strategies.
- Hands-on services consulting (strategy formulation, market intelligence, voice of the customer research, service quality, sales effectiveness, culture change).
- The services pundit for IBM's 2003 Global Services Headlights program.
- Served for six years as AFSMI's (global services non-profit association) vice president of professional services.
- E-business subject-matter expert for the four-year duration of the U.S. Commerce Department's Inter-American E-Business Fellowship Program.
- Spoken, consulted, and trained on selling services in 17 countries.
- Has been designing training and learning systems for 21 years.
- Averages 4.8 on a 5.0-point scale from participants of SSC's *Strategic Account Management* training.

# ALEXANDER CONSULTING CLIENTS



# WHAT THE DEVIL IS CX MANAGEMENT ANYWAY?





# THE ORCHESTRATOR OF THE CUSTOMER EXPERIENCE WALKS AROUND ON TWO FEET



# MAKE THE CUSTOMER HAPPY



# BE EASY TO WORK WITH

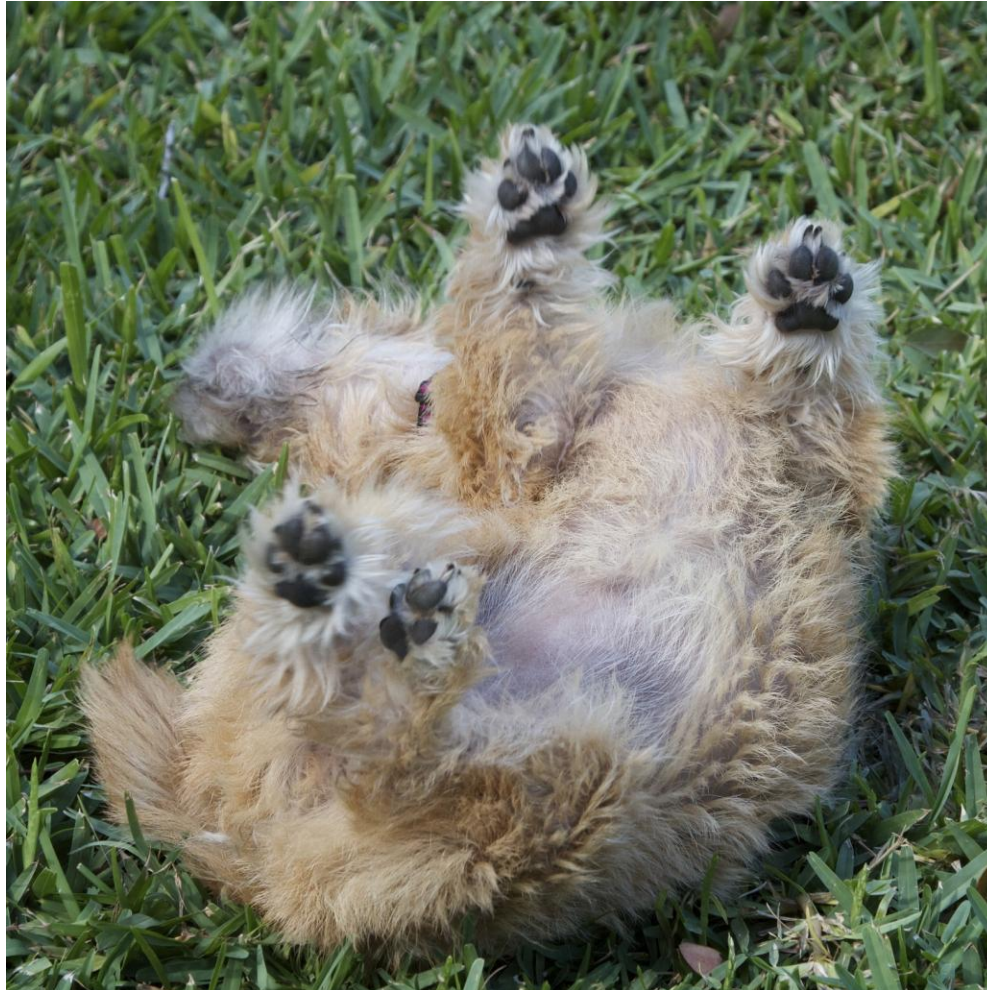




# LEAP INTO ACTION



# ROLL OVER WHEN NECESSARY





# FIND THE LOW-HANGING FRUIT



# LOOK AT THINGS FROM A DIFFERENT ANGLE



# COVER ALL TOUCH POINTS





# BE A TEAM PLAYER

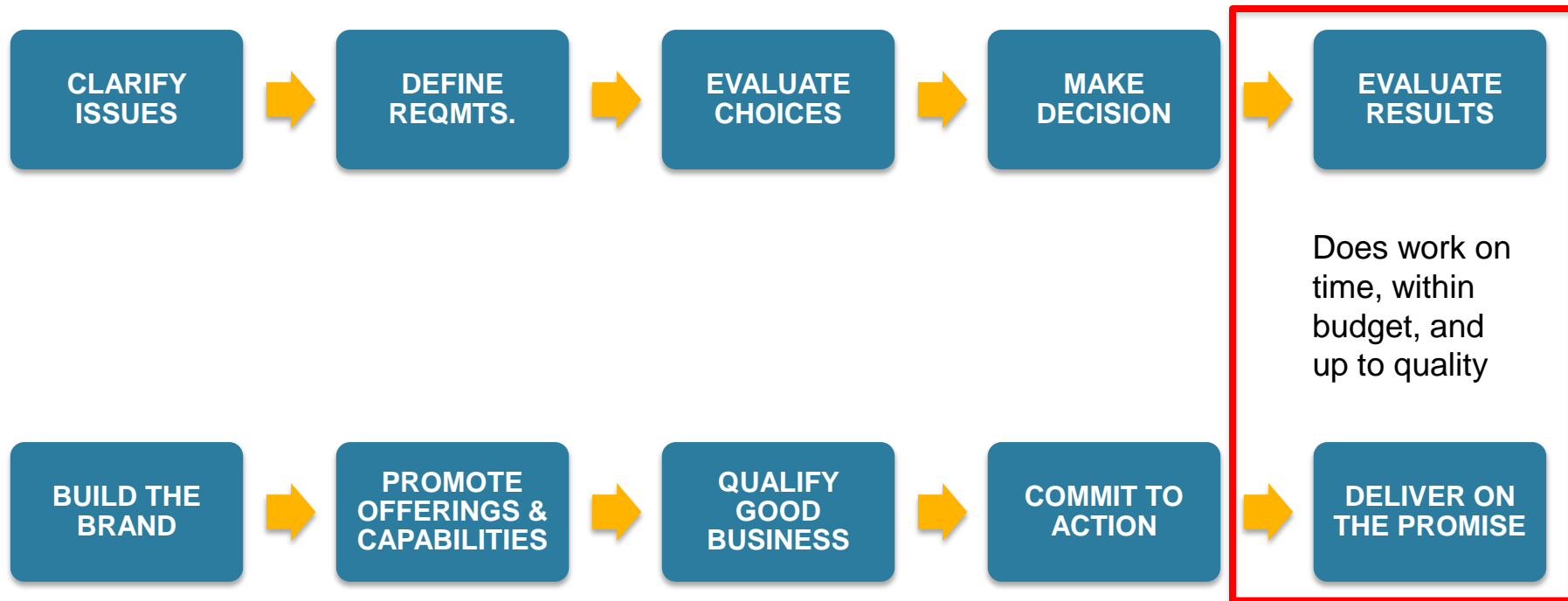


# ALL CUSTOMERS ARE NOT ALIKE



# TRADITIONAL SAM IMPACT ON THE CUSTOMER EXPERIENCE

## The Customer Decision-Making Process



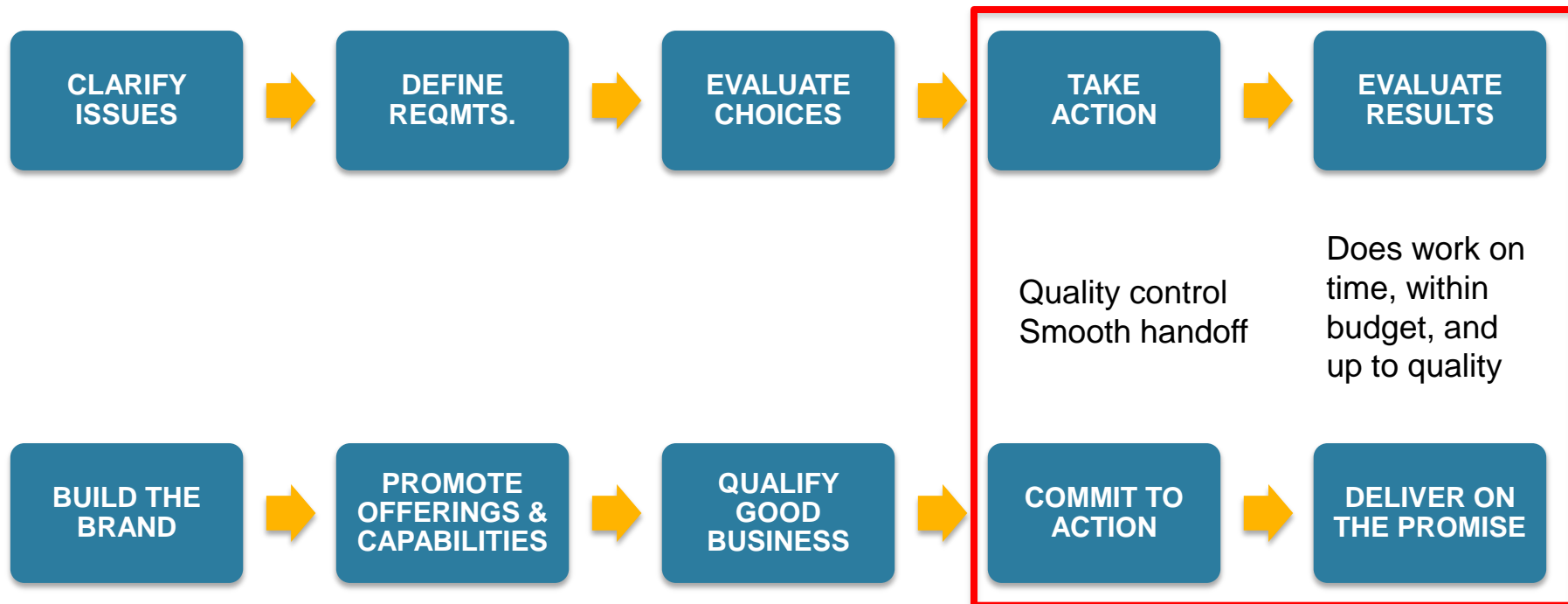
## The Business Development Process

# FROM TRADITIONAL SERVICE PROVIDER TO BRILLIANT SERVICE PROFESSIONAL

REACTIVE	+	PROACTIVE
TACTICAL	+	STRATEGIC
CONTROL	+	COLLABORATE
VALUE ADDER	+	VALUE CREATOR
TECHNICAL ACUMEN	+	CUSTOMER ACUMEN
PROFESSIONAL TRUST	+	PERSONAL TRUST
GOOD COMMUNICATION SKILLS		GREAT COMMUNICATION SKILLS

# BRILLIANT SAM IMPACT ON THE CUSTOMER EXPERIENCE: NEW ACCOUNT

## The Customer Decision-Making Process

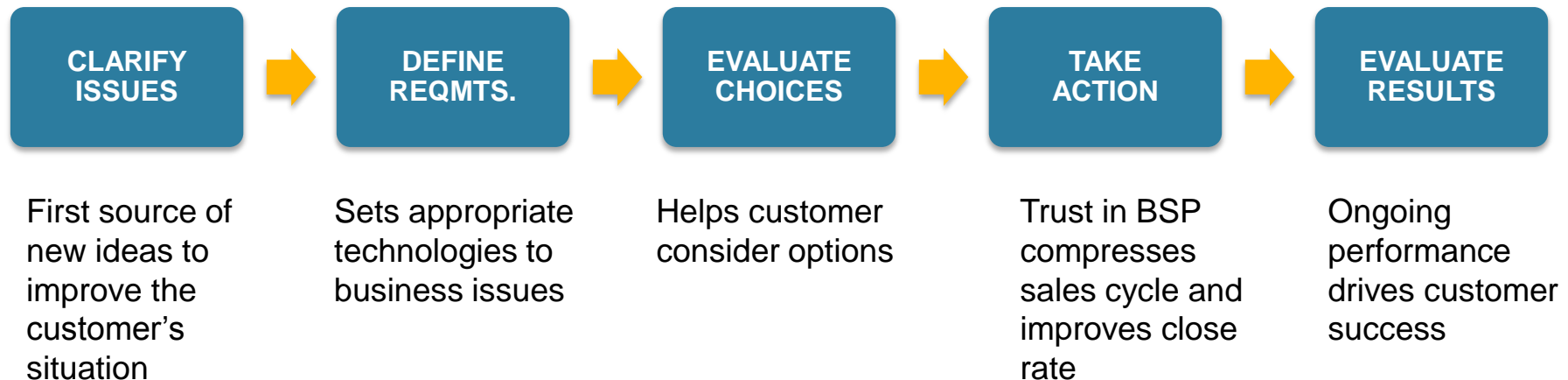


## The Business Development Process



# BRILLIANT SAM IMPACT ON THE CUSTOMER EXPERIENCE: EXISTING ACCOUNT

## The Customer Decision-Making Process



## The Business Development Process



# A CHANCE TO CARRY A BIGGER STICK



# INNOVATE!



# ADVISE TOP MANAGEMENT





# AN OPPORTUNITY TO HAVE MORE FUN





# ACT LIKE THE TOP DOG YOU ARE



# YOU ARE ONE MEAN VALUE-CREATING ANIMAL



# WANT MORE INFO ON SAMS AND STRATEGIC ACCOUNT MANAGEMENT?

Enroll in the public SAM session in Denver, September 16 & 17.

Or...

Go to ["SAM CENTRAL"](#) to:

- Read SAM articles.
- Watch other SAM webcasts on demand.
- Download our brochures on improving SAM performance.

Or...

- Call David or Troy at Service Strategies: 858-674-6791.

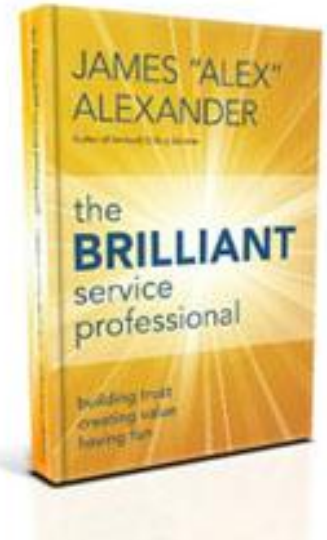
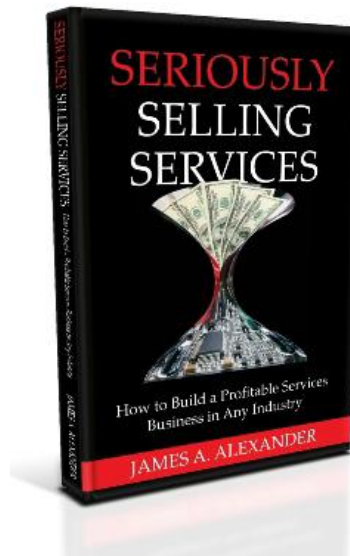
# Q & A





# THANK YOU!

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