



SDI Virtual Event

CREATING a CUSTOMER-CENTRIC CULTURE

Managing Change in Times of Uncertainty

The challenges in moving to customer-centric

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CATALYNK Ltd
7 July 2020



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Agenda

Challenges for teams in moving to 'customer-centric'

Managing Change at NASA – the Human Factor

KCS® coaching as an enabler for customer focus

The Prosci® ADKAR® Model

Take-aways



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Customer-centric

- Sensitive to *thinking vs feeling*
- *Acknowledge feelings (empathy)*
- *Seek to understand the issue in their terms*
- *Use the WIIFM (what's in it for me/them)*
- *Offer other ways to look at the issue*



In a world of ever-increasing complexity

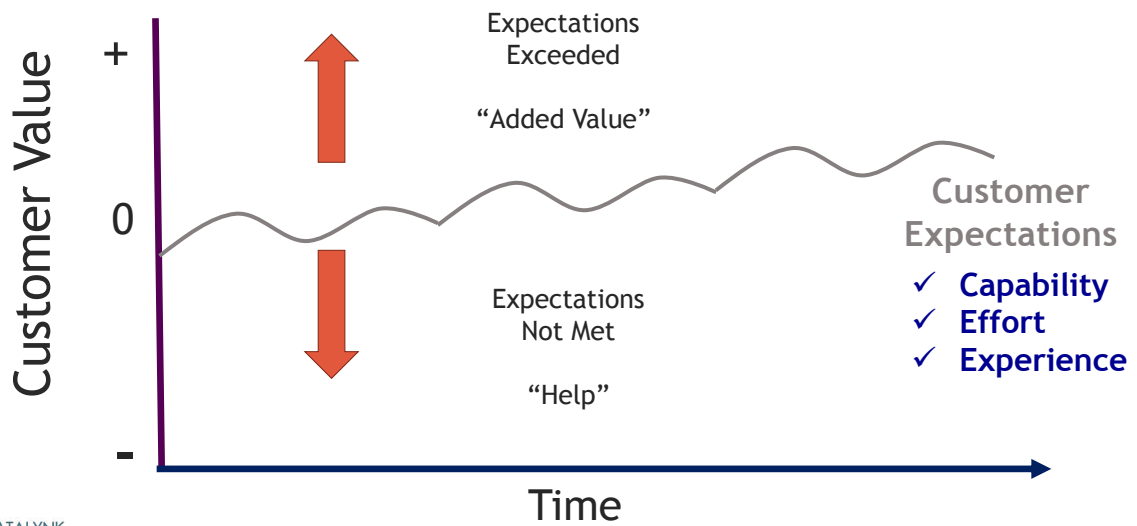
Today's 'new normal' means ensuring customer

- *security*
- *privacy*
- *safety*
- *while capturing service-in-use, device and location, and...expectations*

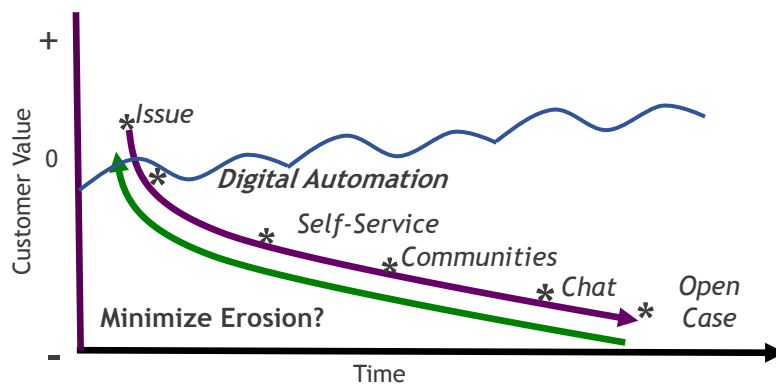


Jeff loved being able to work from anywhere on his Windows device.

Customer Value



Minimize Value Erosion



Customer Demand Model

Volume of Activity Per Month

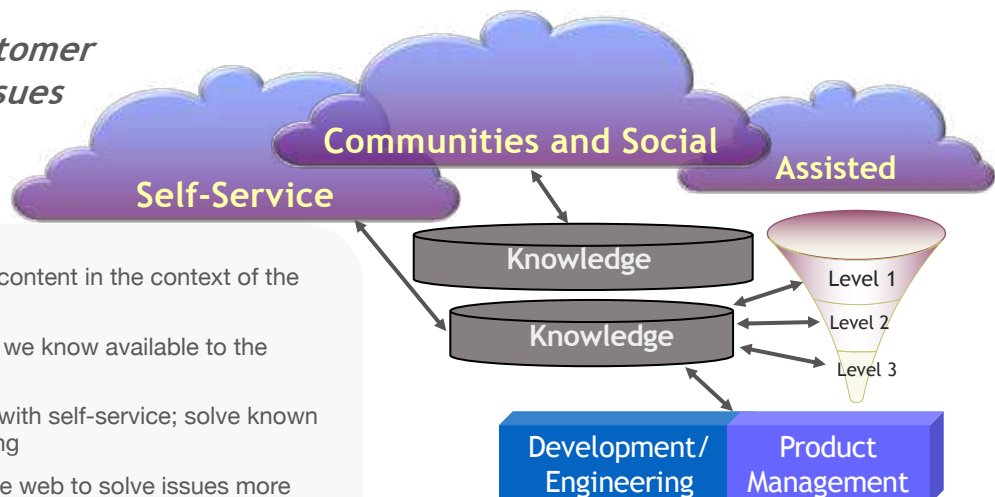


An example based on industry data....

- If our case volume per month in assisted = 10,000 ... then
- Our communities and social volume = 300,000
- Our Self-service = 100,000
- For a total of 410,000/month
- Which means.... *Less than 3% of the total customer demand ever becomes a case!*

Self-Service Success

Customer Issues



- Create just-in-time content in the context of the customer
- Make most of what we know available to the customers
- Customer success with self-service; solve known issues without calling
- And they will use the web to solve issues more often than they would call

Knowledge-Centered Service (KCS®)

*Sometimes referred to as 'Agile for Knowledge'
KCS is a methodology and a set of practices
and processes that focuses on
knowledge as a key asset
of the service and support organization.*



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NASA Sun & Space @NASASun · Aug 16

Pictured here is #ParkerSolarProbe launching aboard one of the most powerful rockets in the world, the @ulalaunch #DeltaIVHeavy.

Why do you need so much energy to launch a spacecraft to the Sun? Turns out, it's harder to get there than you might think: go.nasa.gov/2ni7rmx

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EPISODE 38: HUMAN FACTORS

★★★★★

14:27 16:52

NASA Armstrong Operations Engineering Branch Chief Kate McMurtry discusses the value of understanding the impact of human factors on mission performance.

READ MORE TRANSCRIPT EPISODES

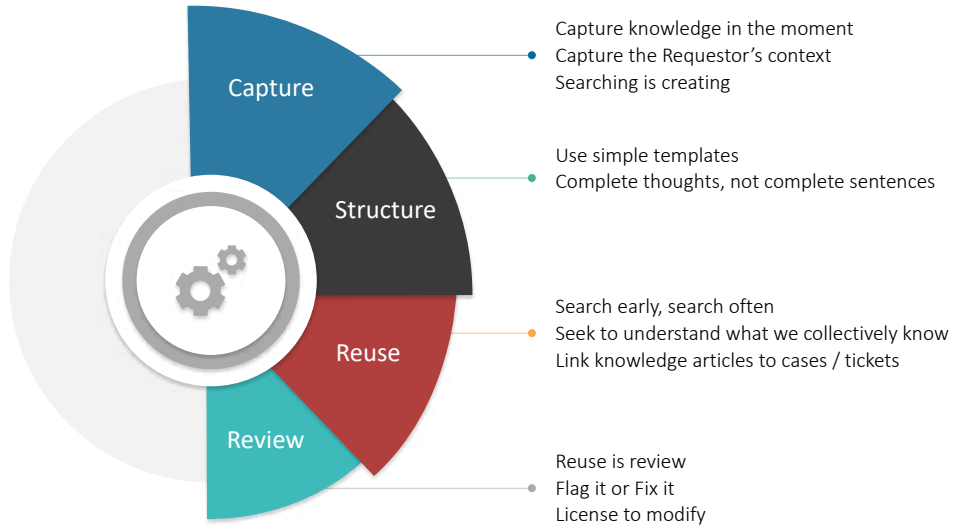
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SMALL STEPS, GIANT LEAPS

From a project's smallest steps to humanity's greatest leaps, NASA's technical workforce embodies the spirit of Neil Armstrong's immortal words from the surface of the Moon, boldly pushing the envelope of human achievement and scientific understanding. In our podcast, *Small Steps, Giant Leaps*, APPEL Knowledge Services talks with systems engineers, scientists, project managers and thought leaders about challenges, opportunities, and successes.

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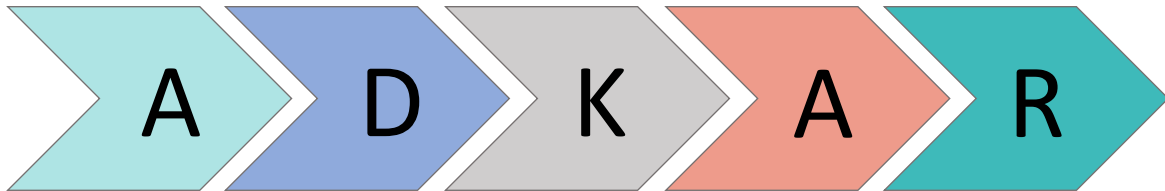
KCS Solve Practices



The Prosci[®] ADKAR[®] Model

Change management strategy development	Change management activities	Change management elements - ADKAR	Business results
Assess the change	Communications	Awareness	On time
Assess the organization	Sponsorship	Desire	On budget
Assess sponsorship	Training	Knowledge	Achieve business objectives
Assess risks and challenges	Coaching	Ability	- lower costs
Design special tactics	Resistance Management	Reinforcement	- increased revenue
Form team and sponsor model			- improved quality
Assess team readiness			- return on investment (ROI)

The Prosci® ADKAR® Model



Awareness

- ✓ of the need for change
- ✓ of the nature of the change

Desire

- ✓ to support the change
- ✓ to participate and engage

Knowledge

- ✓ of how to change
- ✓ of how to implement new skills and behaviors

Ability

- ✓ to implement the change
- ✓ to demonstrate performance

Reinforcement

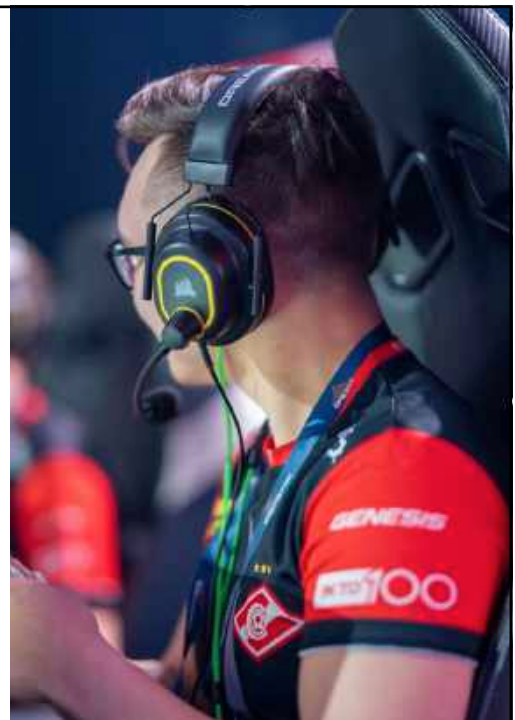
- ✓ to sustain the change
- ✓ to build a culture and competence around the change

The Prosci® ADKAR® Model

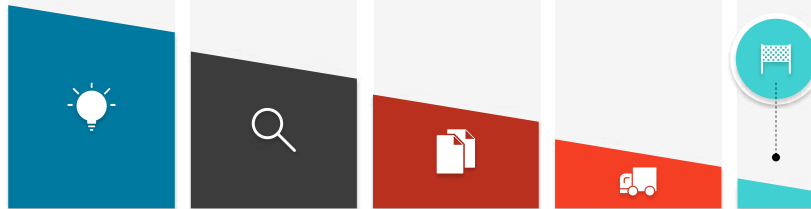
Change begins with individuals

Know the 'What's in it for me (WIIFM)?' factor

Give individuals and teams time to work toward a common goal and purpose



Team Goal for 2020 Fewer repeat calls



Strategy

Leaders
Coaches

Structure

Simplify
Processes



Content

Knowledge
for self-serve

Delivery

Knowledge
to AskUS







GOAL


Chat  ITSM Agent ▾ Help ▾ 

Current Projects | Event Search

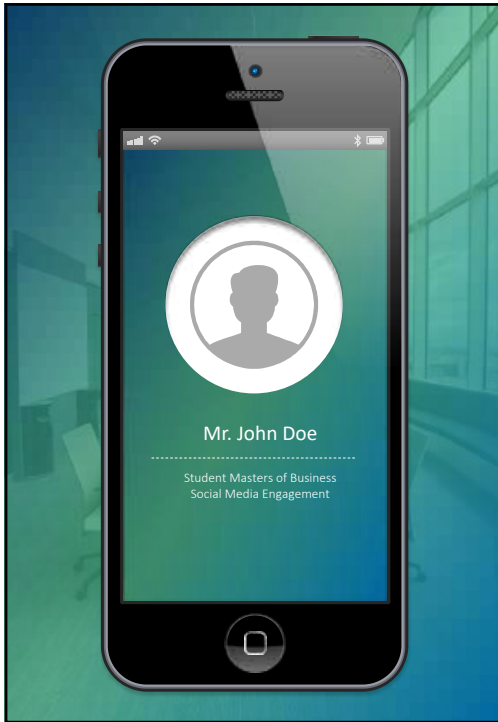
SUMMARY	STATUS	CATEGORY NAME	ITEM NAME
Configuration Mgt Roll...	■	Transform the Business	ITIL Implementation ...
Self Service Portal Roll...	■	Run the Business	ITIL Implementation ...
HR Portal Rollout	■	Run the Business	ITIL Implementation ...

Info Zone

- Alerts ⁰ 
- Guidance 
- Description 
- Collaborations ⁰ 
- Similar Events 
- Affected User 

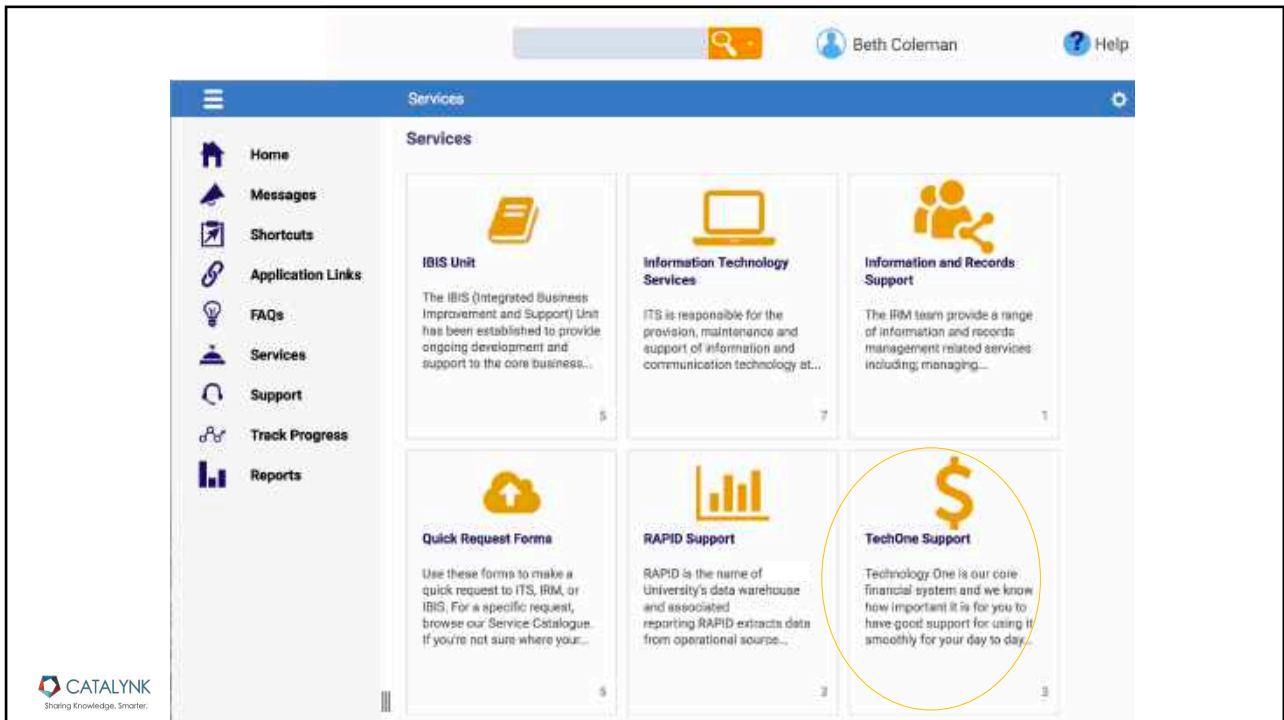
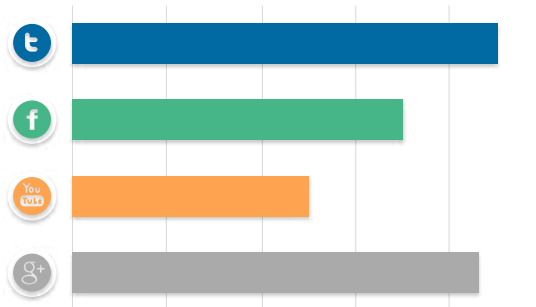


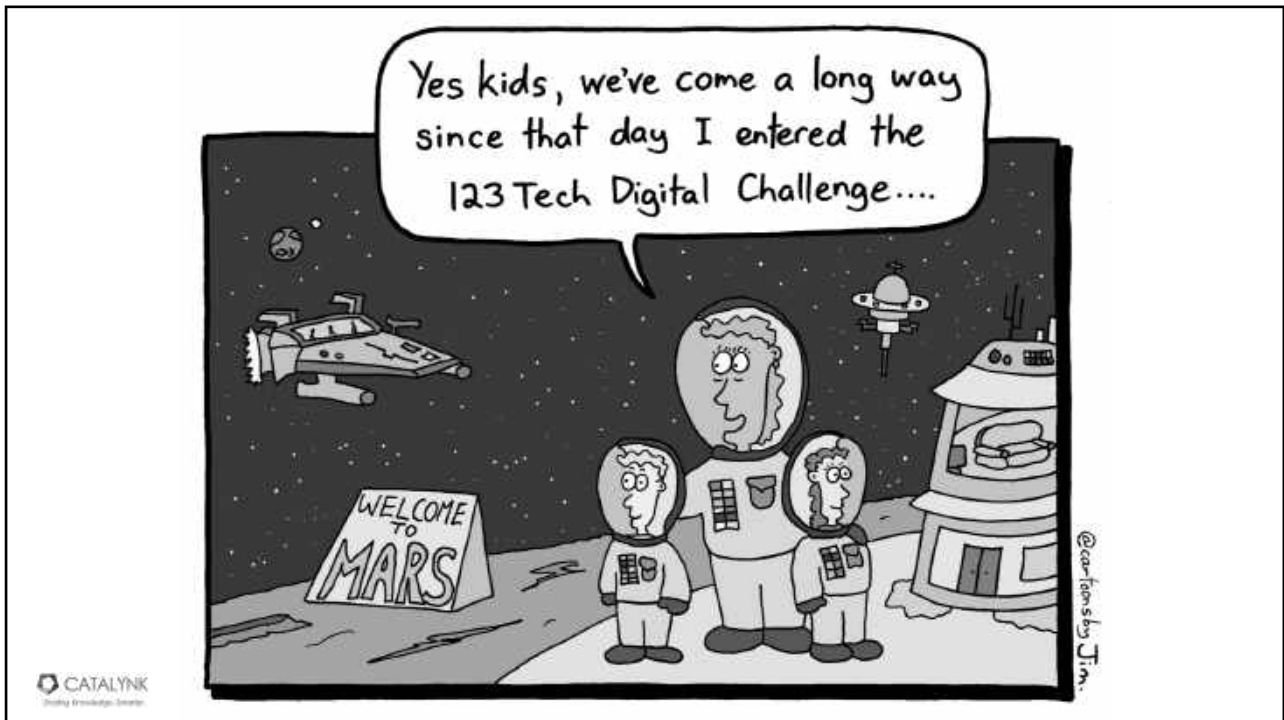
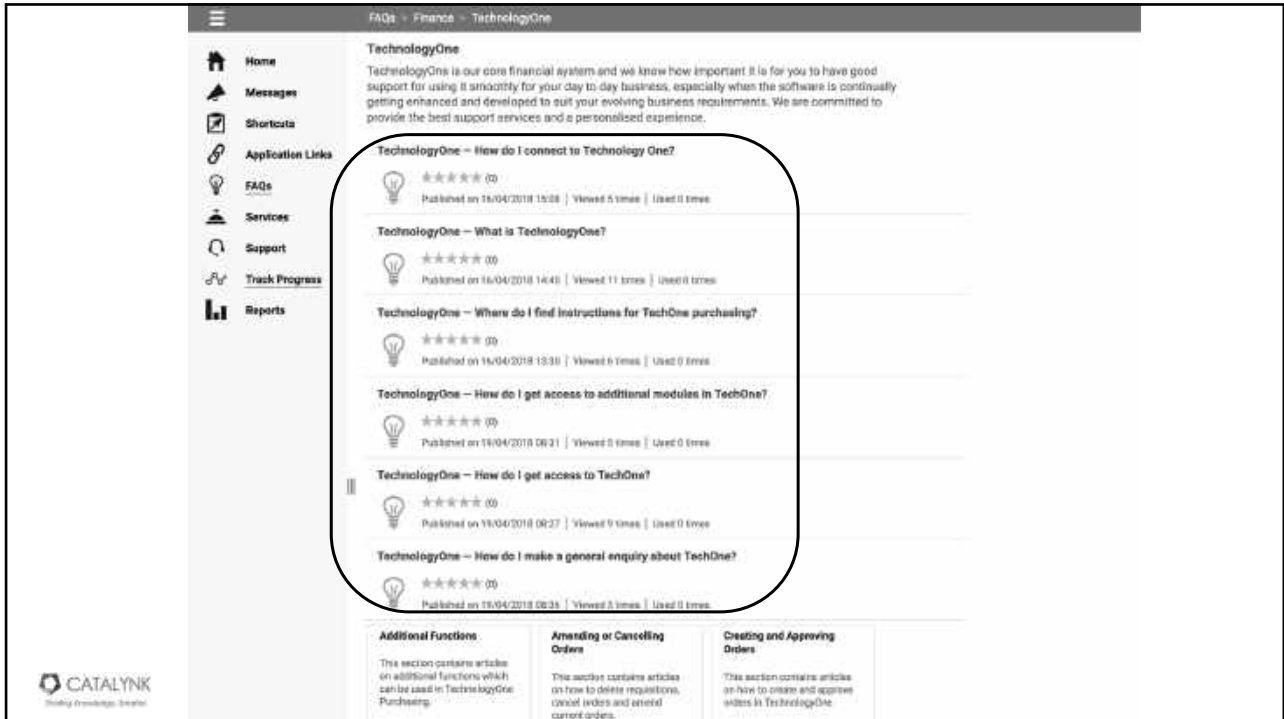
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 Current Time: Saturday 22:24



Customer Search ANALYSIS

Analyze knowledge needs, to provide 'just-in-time' knowledge content





Benefits

- Increased focus on customer self-service success
 - Fast update of knowledge for self-serve (KCS method)
 - Continuous feedback
 - Everyone participates
- Reduced repeat calls
 - More time for complex problems
 - Greater team contribution
 - Greater accountability for team performance

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Sharing Knowledge. Smarter.

Team Goals

Self-service

The Human Factor

KCS, Coaching, Training, ADKAR

Customer self-service metrics

Teams define their goals

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Upcoming CATALYNK Workshops:

[KCS v6 Practices Workshop Virtual Mon – Fri, July 13 -17 '20, 1 – 4 pm EST](#)

[KCS v6 Practices Workshop Virtual Mon – Fri, Aug 21 - 25 '20, 1 – 4 pm EST](#)

20% discount for SDI Members. Code: SDI-20

Questions or assistance: knowledge@catalynk.co



References

Brendan Broughan Cartoon Artist [Cartoon Stock](#)

Consortium for Service Innovation <https://serviceinnovation.org>

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The KCS Academy, KCS v6 Practices Guide, [Coaching for Success](#)



THANK YOU!

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