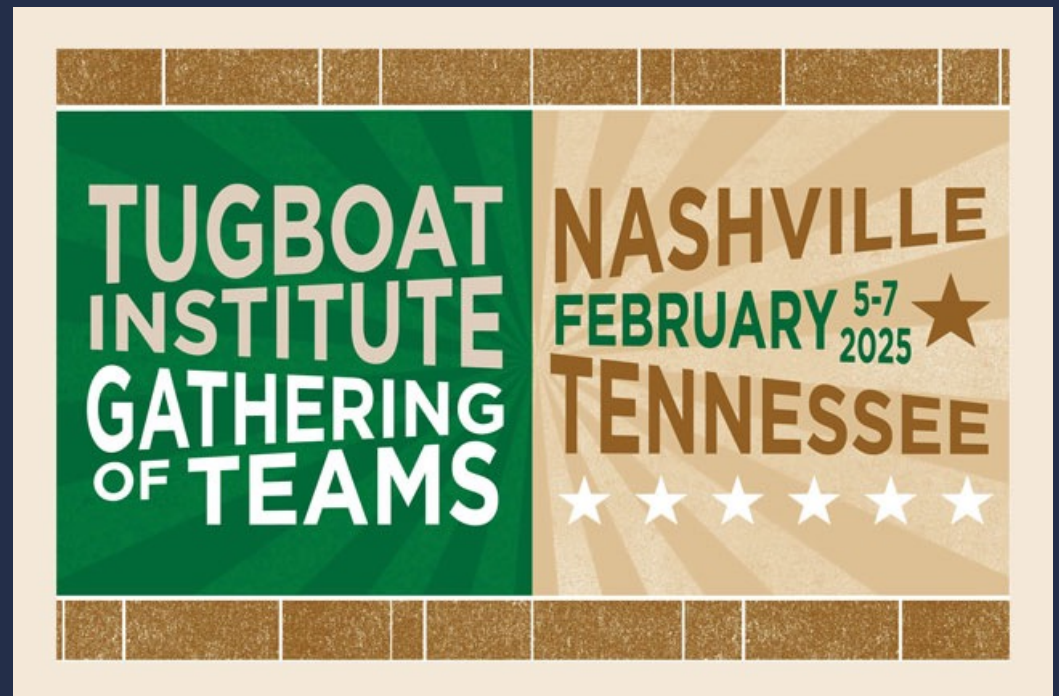


Customer Service Excellence

Brad Cleveland

February 6, 2025

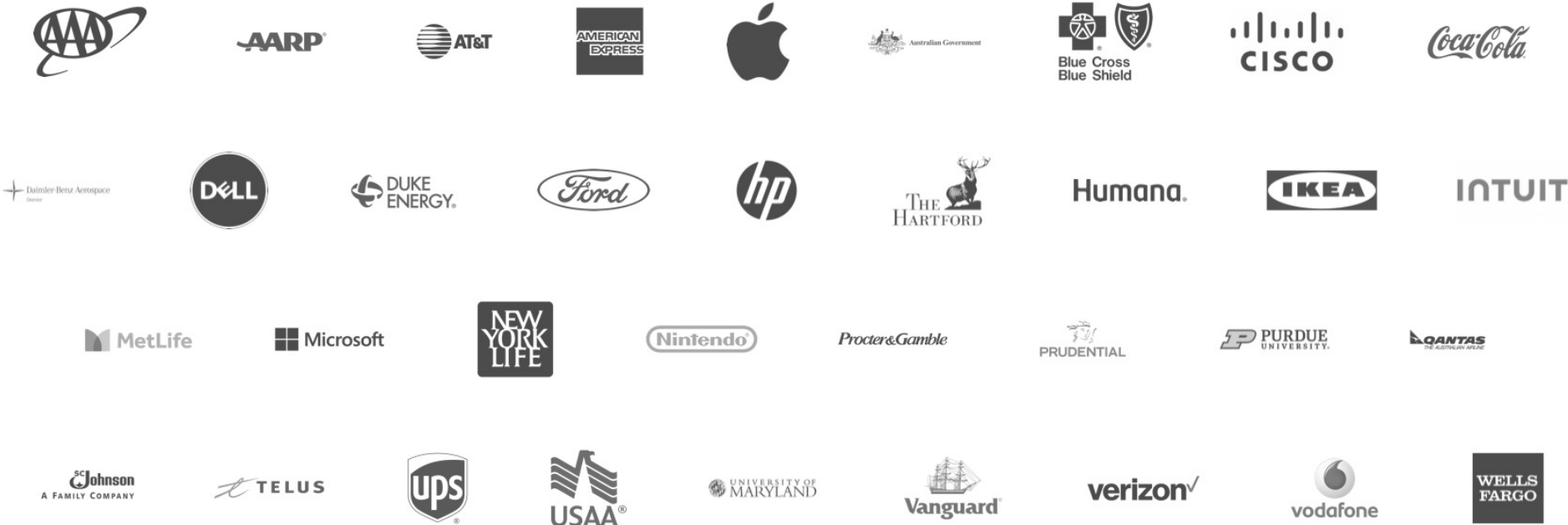


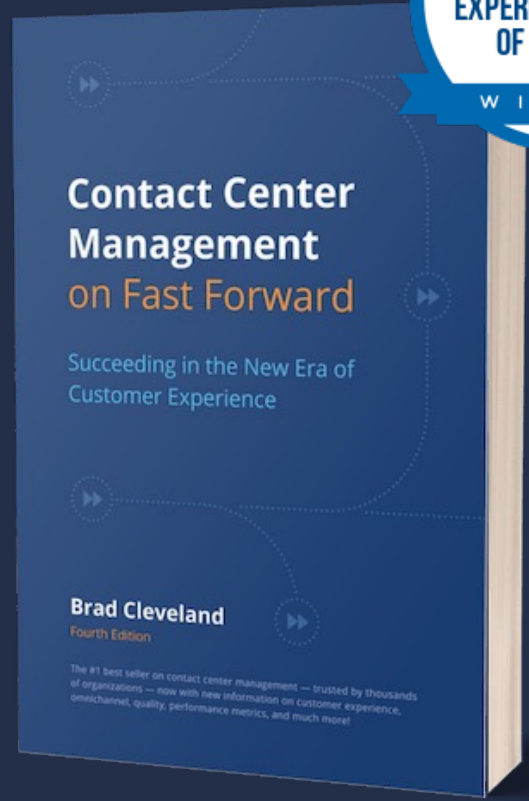
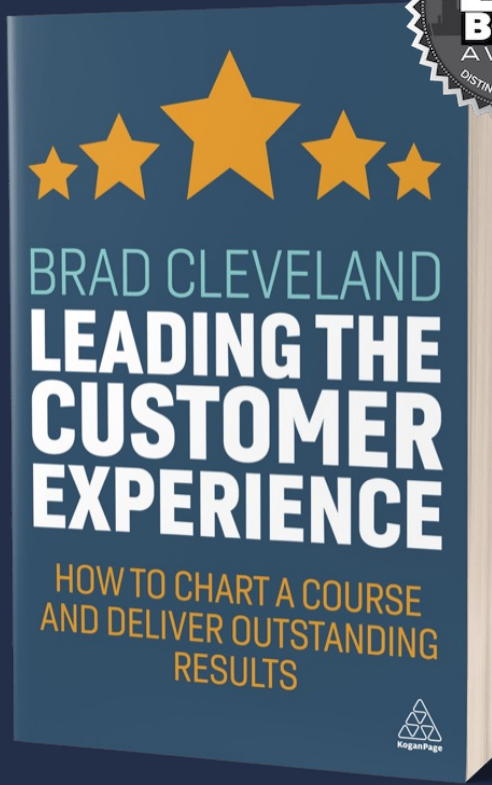
About

- Focused on CX design and delivery
- Consulting, education, publishing
- 100% independent
- 35 years/clients in 60 countries
- Tugboat member since launch (2013)

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Clients





Who said, “Simplicity is the ultimate sophistication”?

A Leonardo da Vinci

B Lionel Messi

C Sting

D Galileo

Who said, “Simplicity is the ultimate sophistication”?

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+ ?? %

How much a portfolio of the
world's simplest brands has
beaten the average global stock
index since 2009

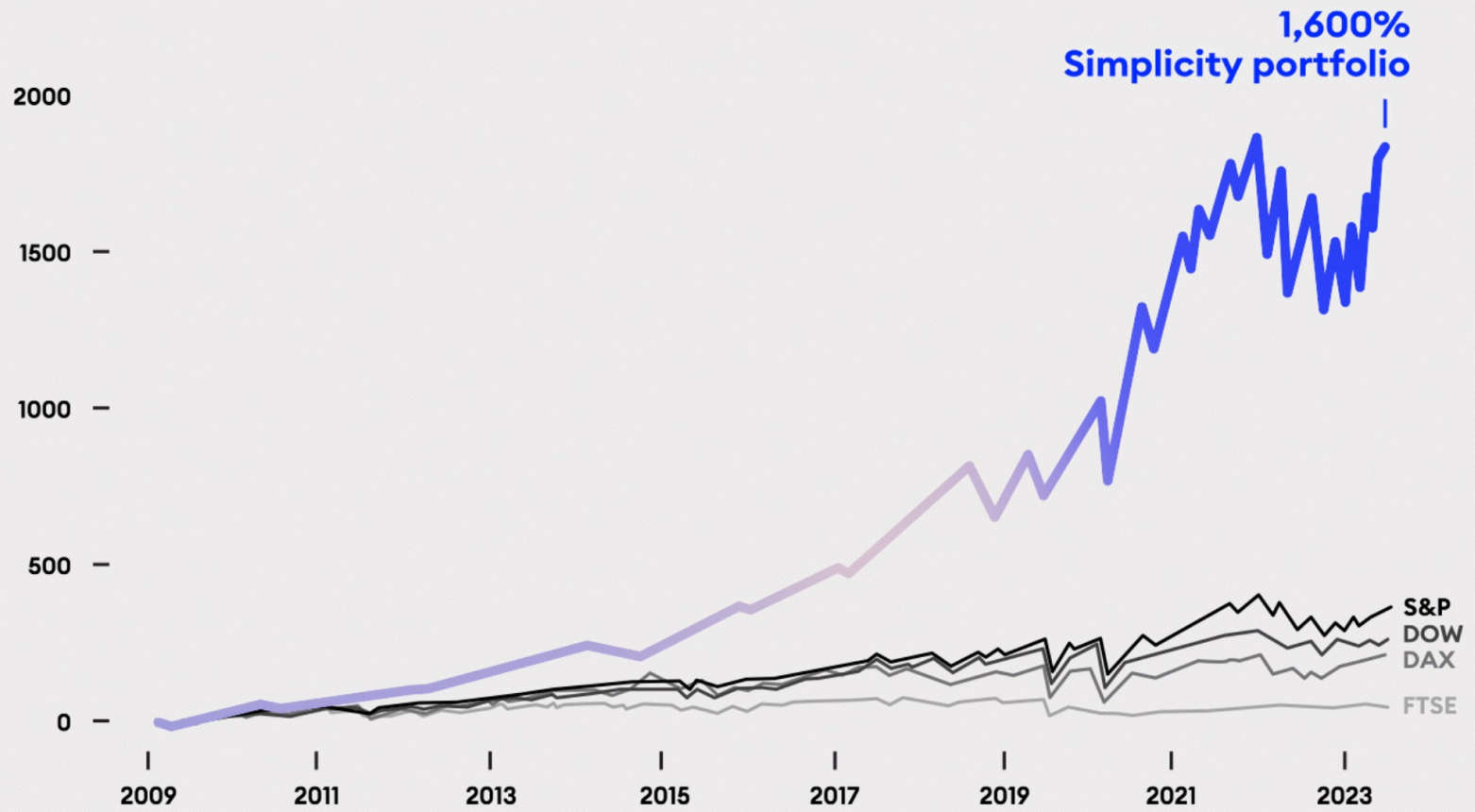
Source: Siegel+Gale, 2022

+ 1600%

How much a portfolio of the
world's simplest brands has
beaten the average global stock
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Source: Siegel+Gale, 2022

Simplicity performs



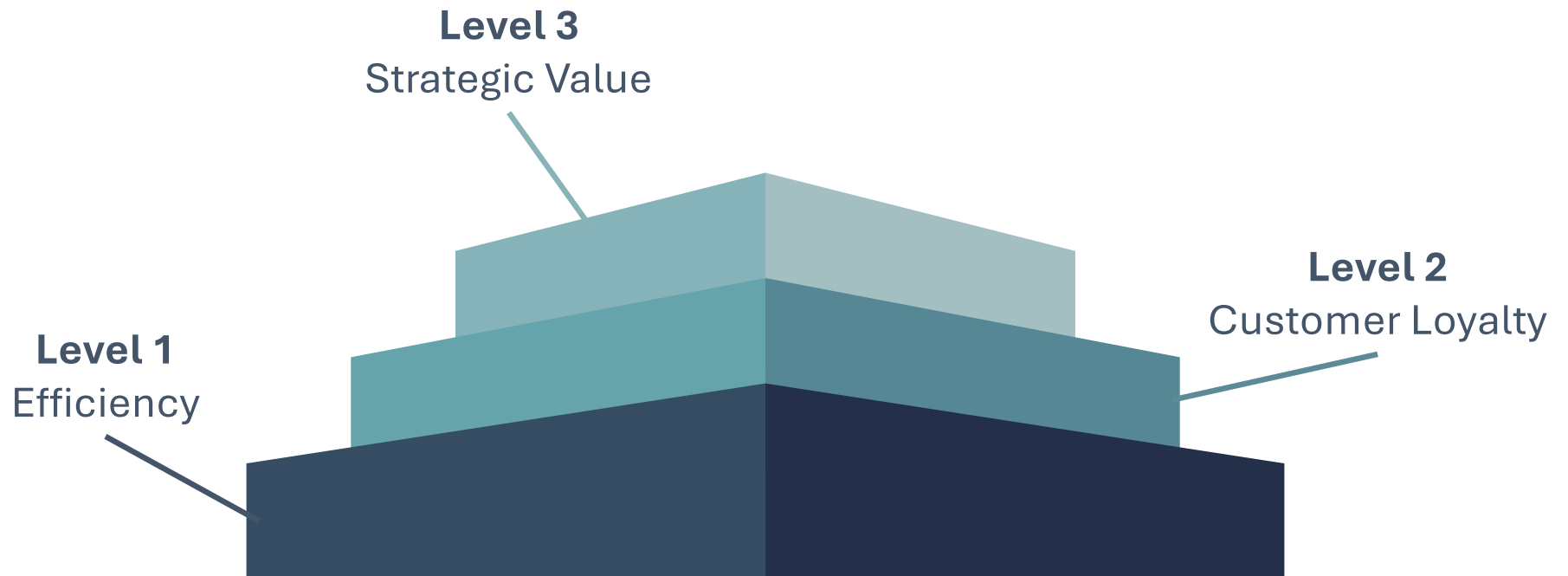
Source: Siegel+Gale

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Pillar #1

Strategic Value

Three levels of value



Pillar #2

Effective Operations

Example: how queues behave

Input: 100 customers in 30 minutes

Average Handling Time: 5 minutes

Based on the queuing formula, Erlang C

Example: how queues behave

Input: 100 customers in 30 minutes

Average Handling Time: 5 minutes

Employees/ SL/20 sec	<== Customers waiting longer than x minutes ==>										
	.5	1	2	3	4	5	6	7	8	9	10
17 (11%)	88	85	79	74	69	65	61	57	53	50	47
18 (39%)	58	51	39	30	23	18	13	10	8	6	5
19 (59%)	38	30	19	12	7	5	3	2	1	1	0
20 (73%)	24	17	9	5	2	1	1	0	0	0	0
21 (83%)	15	10	4	2	1	0	0	0	0	0	0
22 (89%)	9	5	2	1	0	0	0	0	0	0	0
23 (93%)	5	3	1	0	0	0	0	0	0	0	0
24 (96%)	3	1	0	0	0	0	0	0	0	0	0

Based on the queuing formula, Erlang C

Pillar #3

Engagement—Employees, Partners

Engagement: Global Workforce (Source: Gallup)

23%

Engaged

62%

Not Engaged

15%

Actively Disengaged

Source: Gallup, 2024

“Make it easy, make it
happen, show you care”

Discussion

- Brief introductions around your table
- Discuss and capture (on flip charts) your group's recommendations for strengthening the three pillars.
- Choose someone to relay several “aha’s” from your discussion.

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- Slides
- Queue calculator
- Guide to metrics

THANK YOU!

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