

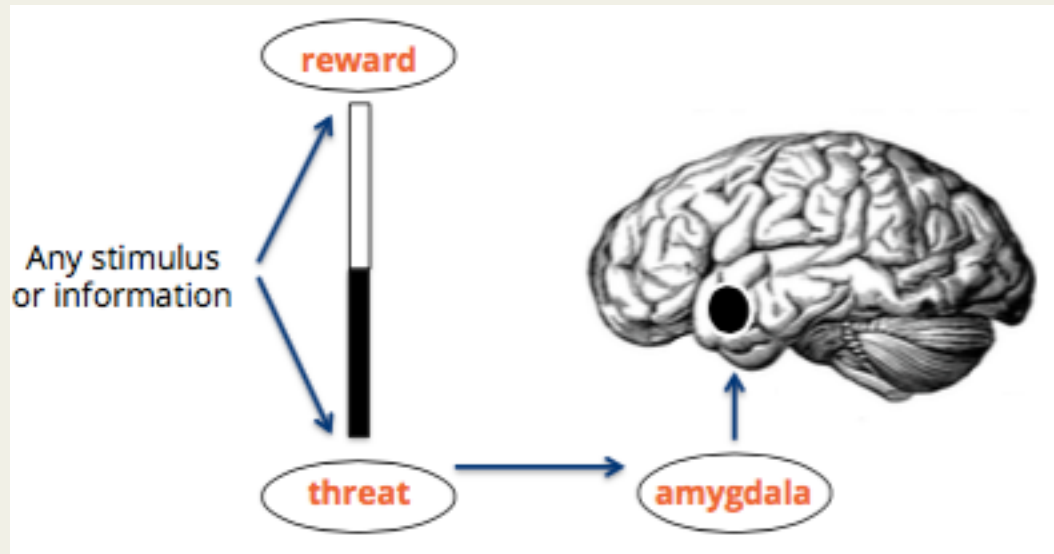


# Extraordinary Client Service

**motem.**

**What is it about a company's service  
that makes **you** a loyal customer?**

# The fundamental organising principle of the brain:



# 5 social threats & rewards

- **S**tatus
- **C**ertainty
- **A**utonomy
- **R**elatedness
- **F**airness

Ref David Rock

## SCARF Model of Social Threats and Rewards



**Bring to mind a challenging situation with a client.  
Look at it through the lens of the SCARF model –  
which social need(s) of their brain  
*weren't* being met?**

**Page 2**

**Clients  
want  
people  
who**

- **Really listen**
- **Are easy and enjoyable to deal with**
- **Are genuinely interested in them and their business**
- **See their point of view**
- **Anticipate their needs**
- **Are experts**
- **Make it happen**

**How would you score yourself in  
each of the areas?  
(Page 3)**



# Research into repairable auto claims

5 key qualities driving customer satisfaction:

- The **speed** of claim settlement (status, certainty)
- **Ease** of communicating with the insurer (autonomy, status)
- Employee **knowledge** and professionalism (certainty)
- Employee **courtesy** (status, relatedness)
- **Transparency** and ease of the process (fairness)

Ref: The Growth Engine: Superior Customer Experience in Insurance  
McKinsey 2016

In other words, most of the policyholders surveyed cared **more** about **service** than **payment**, especially when the claim size was relatively small.



Pg 4

**motem.**





**3 golden  
rules for  
managing  
expectations**

# 3 rules for managing expectations (pg 5)

- **S**tart (be up front as early as possible)
- **S**pecific (7 days not 3 – 5)
- **S**uggest what you **can** do not what you can't do

**Do what you can to trigger  
rewards in your clients' brain  
by using SCARF model**

**7 things that all clients want**

**Recap**

**Client feedback can be so  
valuable (and surprising)**

**Use the phone more**

**Manage expectations well: start,  
be specific and suggest what  
you can do**

**motem.**



**“ We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better. ”**

**Jeff Bezos, CEO Amazon**

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