

# Moments of TRUTH

Opportunities to create lasting perceptions of customer service

Moments of Truth are everywhere you look. The way your receptionist greets the family of your residents. The cleanliness of your facility. The quality and quantity of your food. The bedside manner of your staff. A Moment of Truth is any opportunity to create a lasting perception in your customer's mind. Every touchpoint and interaction is an opportunity to provide exceptional customer service.

But what about the ones you can't see? What if, despite everything you know, the one critical factor that is causing angst to your residents and their families is something you haven't considered—like the number of spaces in your car park or the amount of time cars tend to stay in them?

Consumer Directed Care (CDC) gives aged care consumers greater control over their lives in care. To be properly prepared, you need to know what your residents and their families find important.



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## Moments of Truth Mapping

Mapping your Moments of Truth gives you the certainty you need to ensure that, wherever you allocate your resources in readying your organisation for CDC, you are making the most efficient use of them.

**It is one of the most powerful things you can do to manage your performance on service delivery.**

The process involves:

- Mapping your customers' experience to determine their Moments of Truth
- Surveying customers' actual experiences

The term '**Moment of Truth**' was first coined in a business context by Jan Carlzon, the then-CEO of the Scandinavian SAS Group of airlines.

Carlzon took over a basket-case ranked 14<sup>th</sup> out of 17 European airlines for punctuality that was losing \$17m per year and that had a reputation for slow and bureaucratic decision-making.

By adopting a customer-first strategy executed through what he called Moments of Truth – the individual moments when a customer came into contact with an SAS employee – Carlzon turned the business around: three years after his appointment, SAS was named as the Airline of the Year.

- Reviewing customer complaints and employee observations
- Identifying the current situation versus the desired situation
- Prioritise the changes to be made (including any training and performance management for staff)
- Execute the changes
- Review.

## How Change Factory can help you with your Moments of Truth

Change Factory can help you identify your Moments of Truth using the above framework – the same one we've used successfully with clients in the Hospitality industry.

Typically, the mapping process will involve 2 to 3 days of customer interviews, 2 to 3 days of staff interviews and 2 to 3 days to prepare our findings. To develop the action plan would require an additional 5 days.

For an investment of between \$8,000 to \$15,000, you and your staff will gain insight and clarity into what makes your customers happy, and where improvements are required.

**To begin mapping your Moments of Truth with Change Factory, contact us today.**

Discover how to provide great customer service and become

## The RITZ-CARLTON of Aged Care



A Proud Corporate Partner of



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