

# PATTERN FOR EXCELLENCE™

The Pattern for Excellence provides a framework for learning best practices in phenomenal customer service.

Mastery of these values and principles is a journey that empowers us to achieve at a higher level. We become more aware and persuasive in our communication. We get more done in less time and are better able to work with our team to create WOW Experiences for our clients.

## Purpose

To empower people to win the moment and WOW their customers.

## Mission

To partner with contractors and certify their CSRs to deliver a world class customer experience.

## Curriculum

Eight guiding principles applied intentionally to create one outcome. Mastery is a journey not a destination.

## Brand Promise

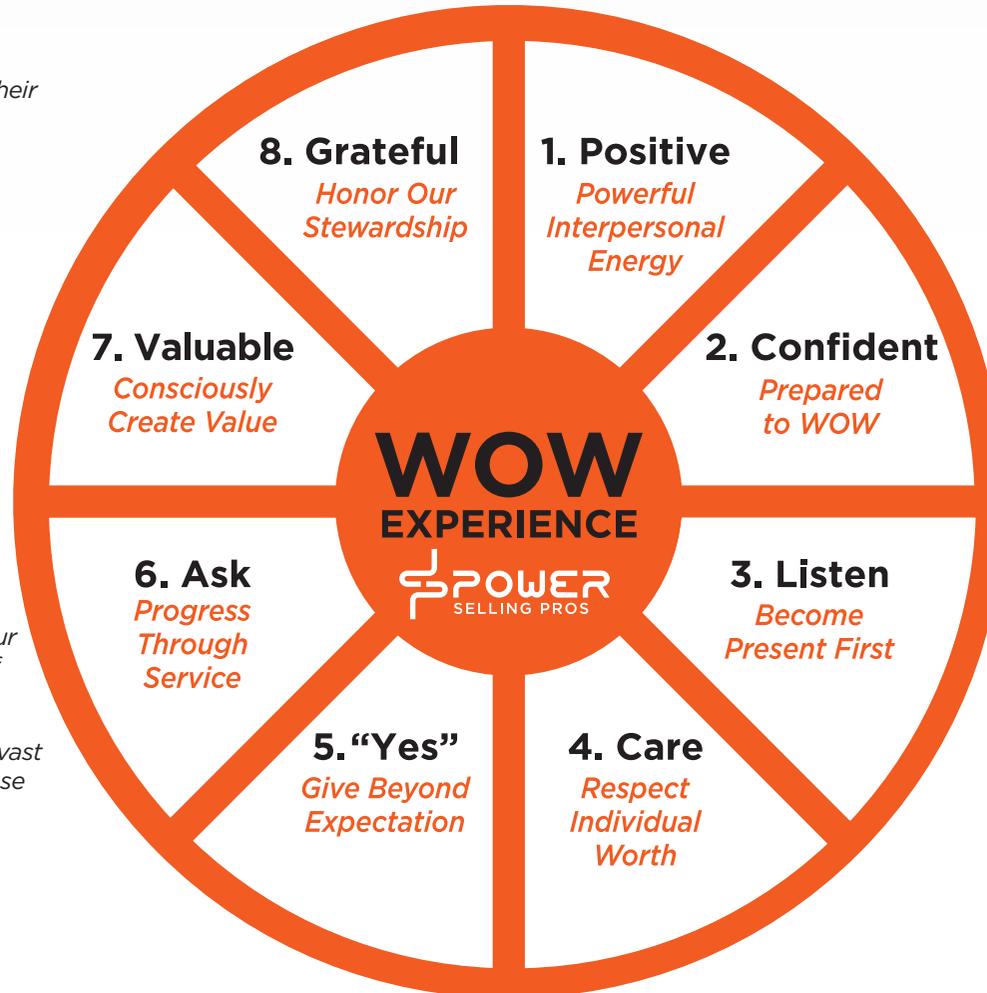
Our Clients Will:  
**WOW More Customers**  
**Book More Calls**  
**Make More Money**

## Power Certification

We guarantee that your call-handling team will book at least 85% of their calls and WOW more customers. We hold your team accountable with a combination of online training, call-monitoring, regular one-on-one phone based coaching, and in-person training--all supported by our vast library of pre-recorded calls that showcase best practices.

## A WOW Experience

A WOW Experience is that moment when your client recognizes that you went above and beyond in the way you took care of them. Expressions such as, "WOW," are often used by the client to describe how you created value for them in an unexpected way and won the moment. A WOW Experience is the outcome we look to achieve in every client interaction.



## Positive

Our passion for the work we collectively do is electric and contagious.

## Confident

We are practiced and well prepared in the principles we teach.

## Listen

We connect by listening first, and remain present to the expression, tone and intent of others.

## Care

Others can connect and become present as we show genuine empathy and respect for their worth.

## "YES"

We give first to create WOW Experiences and build long-term relationships.

## Ask

We are accountable to clarify what is missing, learn the right answers and respond accordingly.

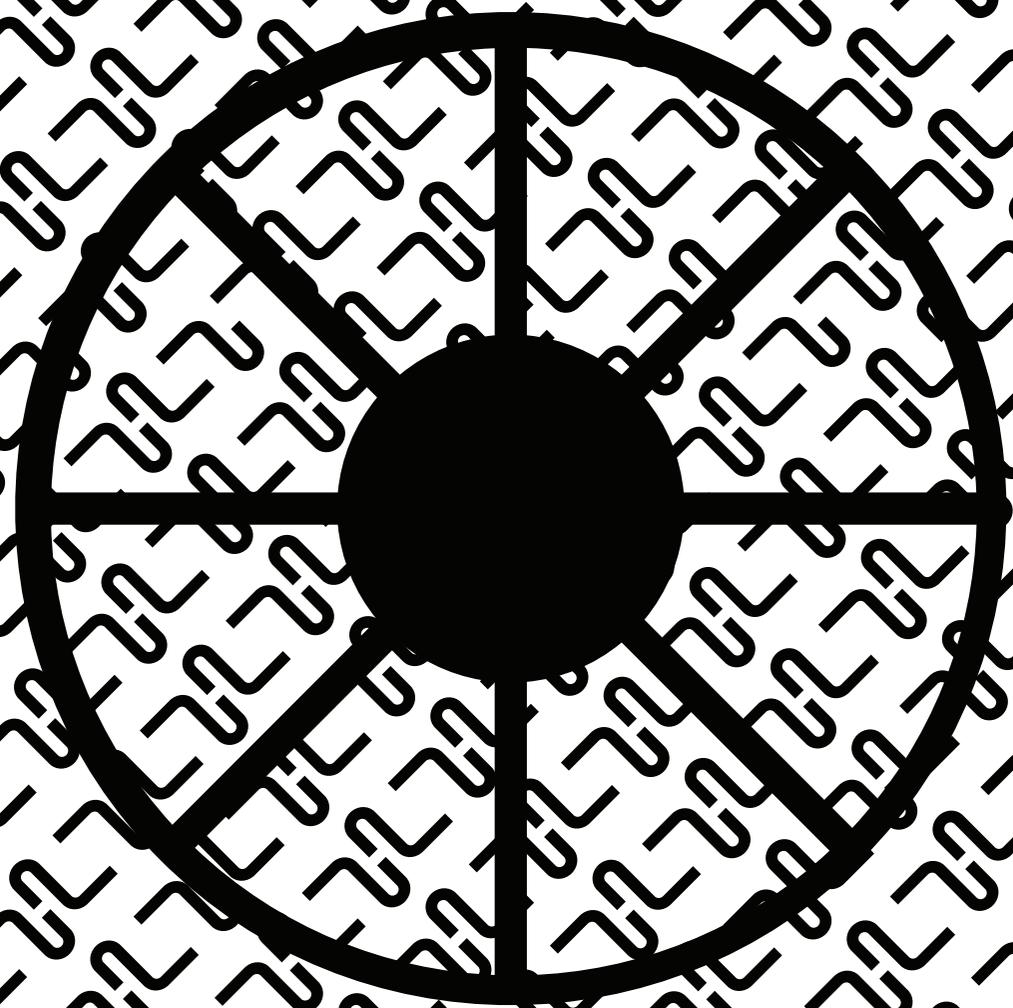
## Valuable

We create value within the responsibility we are given and coach others to do as we are doing.

## Grateful

Serving others together in stewardship is a blessing that we honor and value.

PATTERN FOR EXCELLENCE



# PATTERN FOR EXCELLENCE™

# CALL FLOW



## CASE STUDY #1

### An Indispensable CSR & THE BOTTOM LINE

Range of revenue per booked call = \$350 - \$1,100

Average revenue per booked call = \$500

Average inbound calls per CSR each day = 20

**Q** What happens when a call handler books one additional call per day over 250 days?

**A** She will increase client revenue by \$125k per year

*PSP expects a minimum improvement of two additional calls per call handler a day or \$250k a year.*

## CASE STUDY #2

### An Indispensable CSR in Service Agreement Sales

Average monthly revenue per SA sold = \$20

Average compensation per SA sold = \$10

**Q** What happens when a call handler books two SAs per day over 250 days?

**A** She will bring in 500 SAs a year and generate \$10,000 a month in stable cash flow.

*The call handler makes an extra \$5000 in commissions, and the SAs keep 2 technicians busy in the off-season. PSP trainees learn how to sell SAs over the phone on in-bound and out-bound calls.*

## CREATING A CULTURE THAT DRIVES BEHAVIOR AND PRODUCES RESULTS

*"The impact you've had in our call center with increased booking percentages is remarkable to say the least, not to mention the culture change among the people in the department. Thank you. You have made a measurable difference!"*

*- Mr. Rooter of Atlanta, GA*



PATTERN FOR EXCELLENCE

# CALLFLOW

