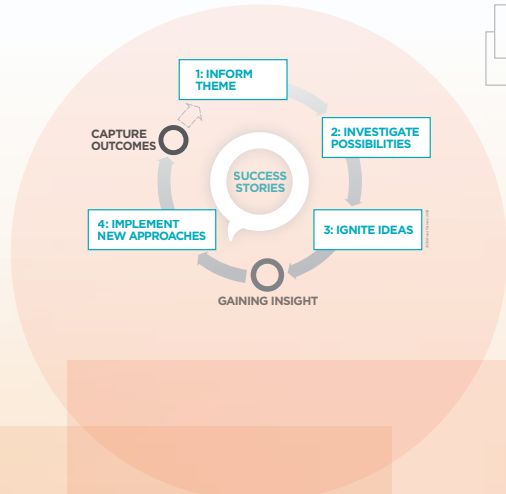


AT A GLANCE:

MAKE IT EASY



Leader Guide

WHAT'S THIS PACK ABOUT?

'Make It Easy' is about improving the way we operate, so that we improve the service we deliver - both internally and externally.

'Make It Easy' helps teams ask the simple, yet powerful questions:

- How easy are we to do business with?
- What issues do our customers have with our service?
- What can we do to make things easier?

WHY IS THIS IMPORTANT?

"All difficult things have their origin in that which is easy, and great things in that which is small."—Lao-Tzu

It's a fast world. A world of online ordering, wireless communication and instant access. As systems and processes get quicker and smarter, customer expectations keep getting higher and higher. Ease of use, convenience and simplicity are the new measures of customer service.

So the easier we are to do business with, the more likely customers will be to repurchase. And the easier we make things for each other internally, the better service we can deliver to our customers.

IDEAL OUTCOMES

- Less customers passed around your organisation
- Less rework
- Reduced processing time
- Simpler processes and procedures
- More customer-centric systems and processes
- Obstacles removed from customer processes
- Better aligned teams
- Better service!

CONVERSATION SHAPER

