



## **The ALGIM Customer Experience Toolkit Modules**

There are five modules in the ALGIM CX Toolkit and a Customer Experience Forum. The ALGIM CX Toolkit provides:

- Best Practices in customer service
- Standardised processes, procedures and tools to deliver consistent service
- An environment for customer service professionals to share and learn

## **The Tools and Resources**

There is a document library for each topic in each module. In the best practice module document stores you will find over 200 guides, templates and forms. All documents and tools in the Toolkit are provided in a range of formats e.g. interactive mind maps, Word, Excel, PowerPoint, PDF and Visio.

Within each module you will find a case studies section. The case studies section:

- Profiles customer service projects implements. We have answered the typical questions you'd want to know about the project being profiled.
- Documents lessons learned. Documents used in the project have been included, where possible.

The case study libraries will continually grow as more and more councils profile their projects.

The ALGIM CX Toolkit modules are continually upgraded and maintained to ensure relevance and currency of all content.



## Best Practice Module

The Best Practice module is the foundation module (compulsory). The best practice module provides best practices in customer service, such as:

- Assessing your customer service maturity.
- Undertaking self-assessments.
- Monitoring customer service standards.
- Managing customer feedback.
- Strategising continuous service improvement.
- Utilising resources: customer service books, DVD's, activities etc.

The Customer Service Maturity Model included in the Best Practice module is based on a specific set of attributes that high-performing local authorities must have if they are to consistently deliver excellent service to their customers (we refer to this as Customer Service Best Practice).

## The Customer Experience Forum



The Customer Experience Forum is included with the Best Practice module. This is your forum to network with colleagues and share new practices and ideas. With the customer experience forum you can:

- Discuss hot topics.
- Share best practices.
- View customer service events.
- Publicise customer service trends.
- Connect and network with colleagues.
- Collaborate on service improvement opportunities.

ALGIM will administer the Customer Experience Forum activity and will monitor discussions being held with the benefit of developing new resources and content for the ALGIM CX Toolkit.



## **Customer First Module**

The Customer First module focuses on creating and maintaining a service excellence culture organisation-wide, such as:

- Rewarding service excellence.
- Improving internal service delivery.
- Creating a service excellence culture.
- Managing your customer service function.
- Developing customer service training programmes.
- Implementing staff inductions that support service excellence.



## **Your People Module**

The Your People module focuses on the customer service team and developing customer service professionals, such as:

- Reviewing your customer service team structure.
- Developing your customer service skills base.
- Providing customer service training opportunities.
- Undertaking customer service team development activities.
- Leading your team to consistently deliver service excellence.
- Implementing recruitment processes focused on service attributes.

## Access and Delivery Module



The Access and Delivery module looks at developing your service channel options to meet your customers' accessibility needs, such as:

- Strategising service channels.
- Implementing e-services.
- Improving telephone service performance.
- Consistently communicating with your customers.
- Implementing new service channels e.g. web chat



## Knowledge and Technology Module

The Knowledge and Technology module looks at managing customer knowledge and use of technologies to provide seamless service to your customers, such as:

- Creating a CRM focus.
- Developing knowledgebases.
- Managing customer data and records.
- Strategising technology enhancements to better service.
- Increasing service performance through new technologies.