

# ENGAGING YOUR WORKFORCE FOR STELLAR CUSTOMER SERVICE



Presented by  
Eddie LeMoine





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**Remember  
when?**



# MY MOTHER HAD A RULE





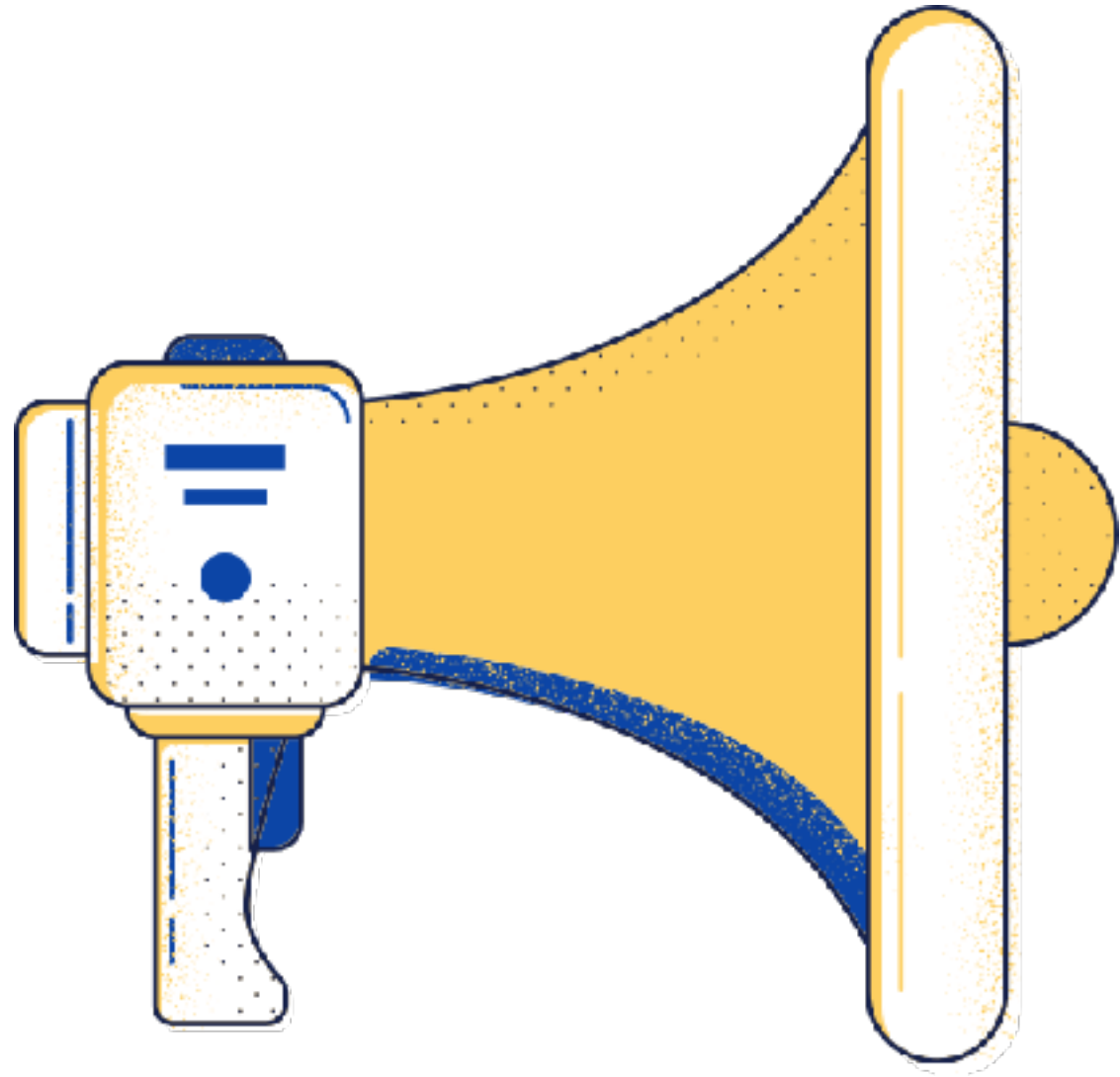


What happened  
when we got to  
work?





**ITS NOT THAT WAY FOR EVERYONE**



# Agenda

- What is employee engagement
- The impact employee engagement has on customer service and profitability
- Canadian population trends
- Reasons employees, join, stay and leave their job.
- Three steps to closing the engagement gap





What is  
employee  
engagement?

# Telling Style of Leadership

An environment of conformity







## Selling Style of Leadership

Selling to the many what has been decided by the few...

- Compliant
- Low Engagement

# ENGAGED=DISCRETIONAL EFFORT

- Inclusion and co-creation
- looking for ideas and support throughout the organization.
- leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer







## WHY ENGAGEMENT

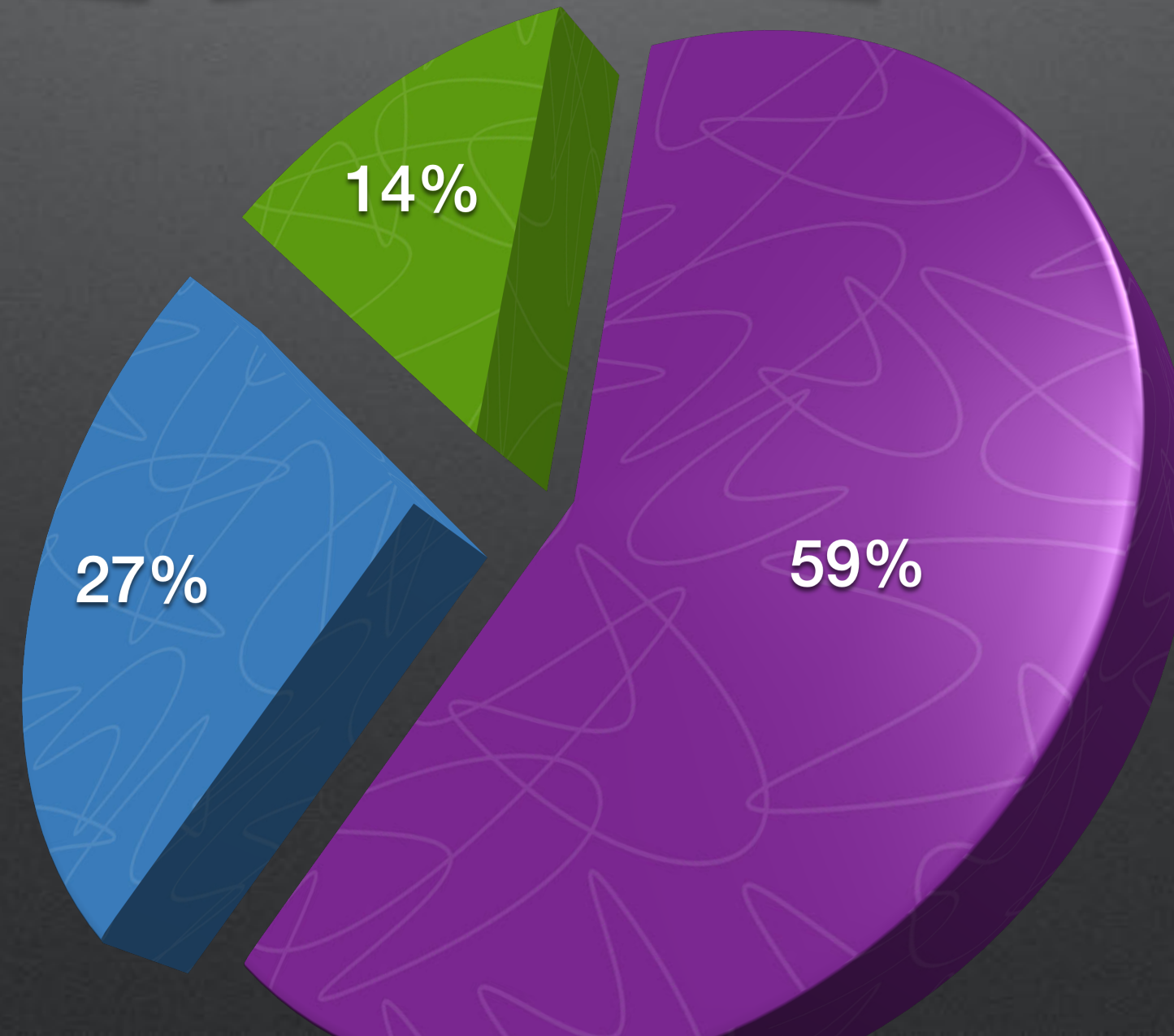
- 27% higher profits
- 50% higher sales
- 50% higher customer loyalty levels
- 38% above-average productivity



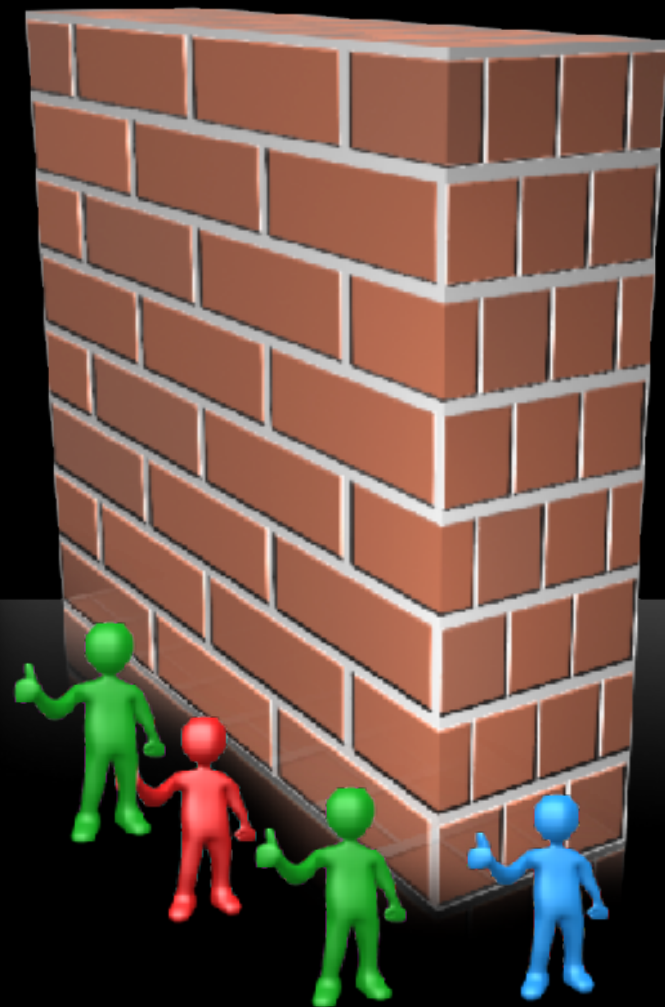
● Not Engaged

● Engaged

● Actively Disengaged







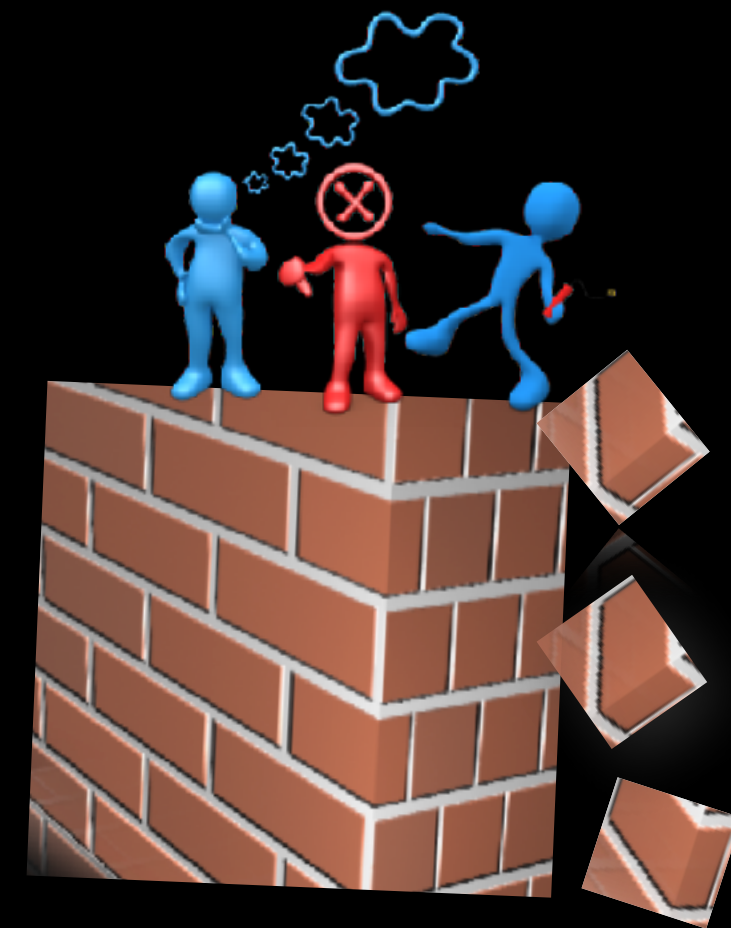
**\$.90**

Engaged 27%  
60% of productivity



**\$.70**

Disengaged 59%  
60% of productivity



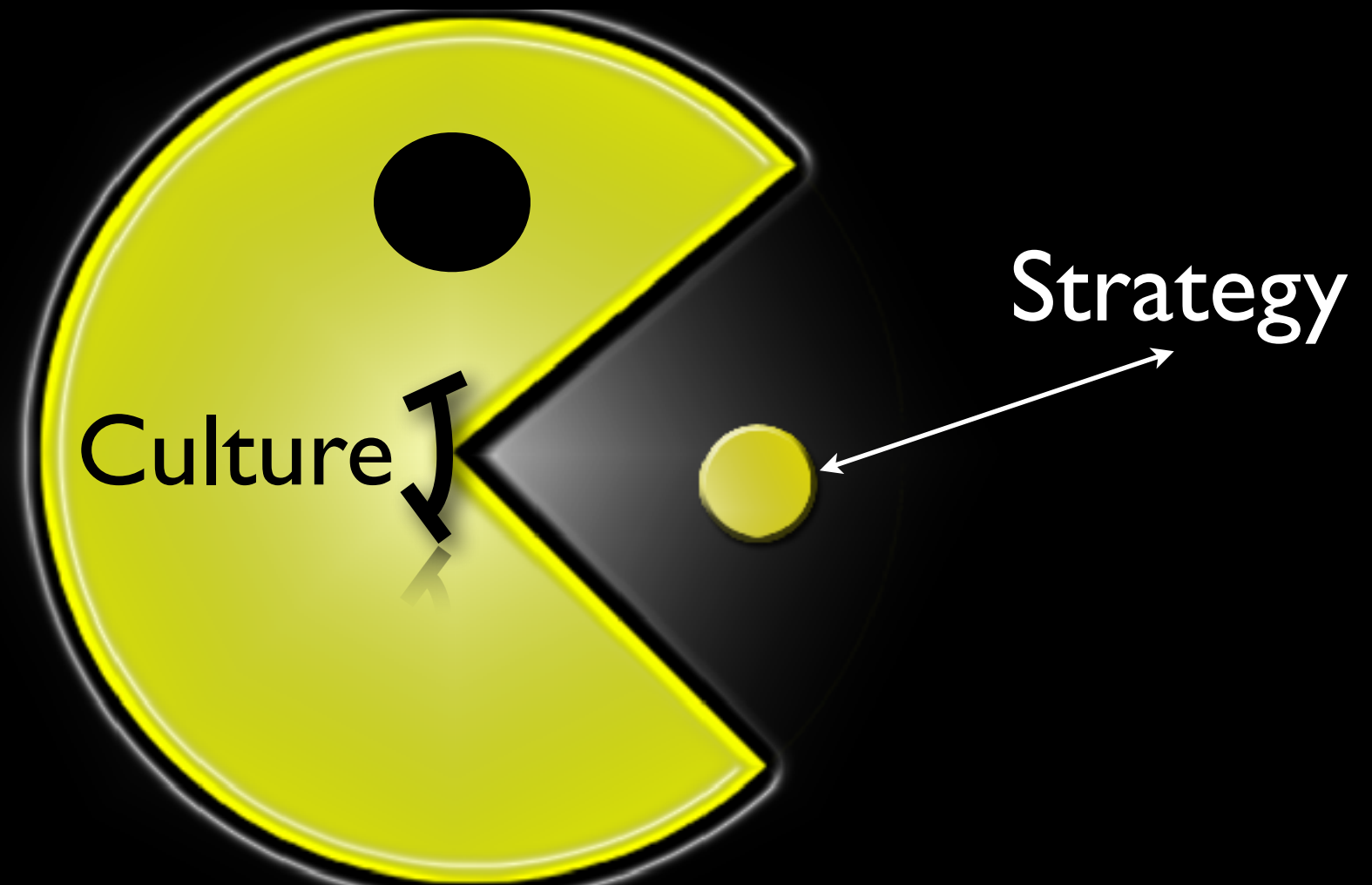
**\$.50**

Actively disengaged 14%  
-20% of productivity



Culture vs Strategy,  
what wins?





Culture eats strategy  
for lunch

The background features several abstract, organic shapes in shades of purple and blue. A large, irregular shape dominates the right side, with a smaller circle above it and another smaller shape at the bottom right. The colors transition from light blue on the left to deep purple on the right.

# Trends

What's in store for us?



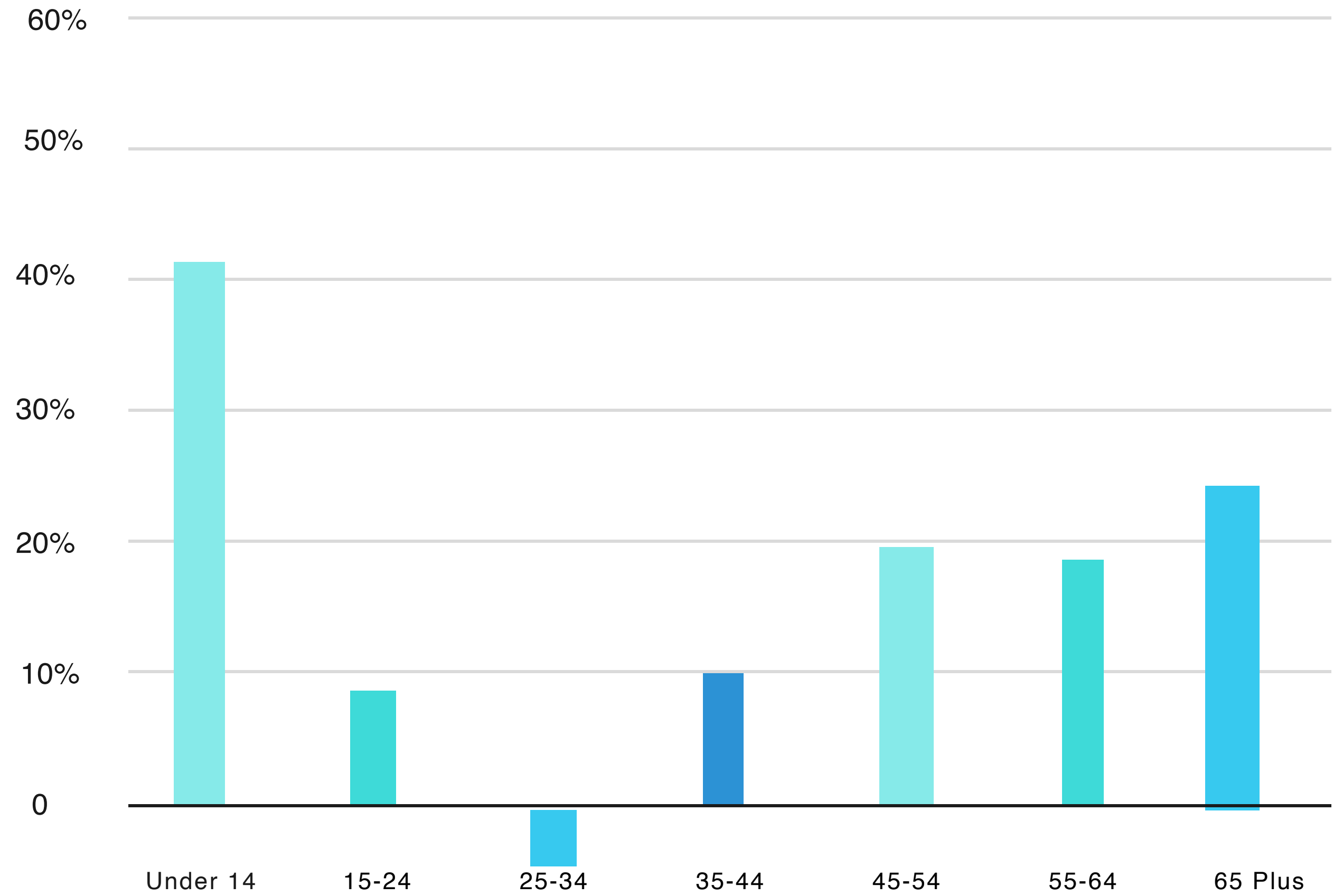


# The aging population





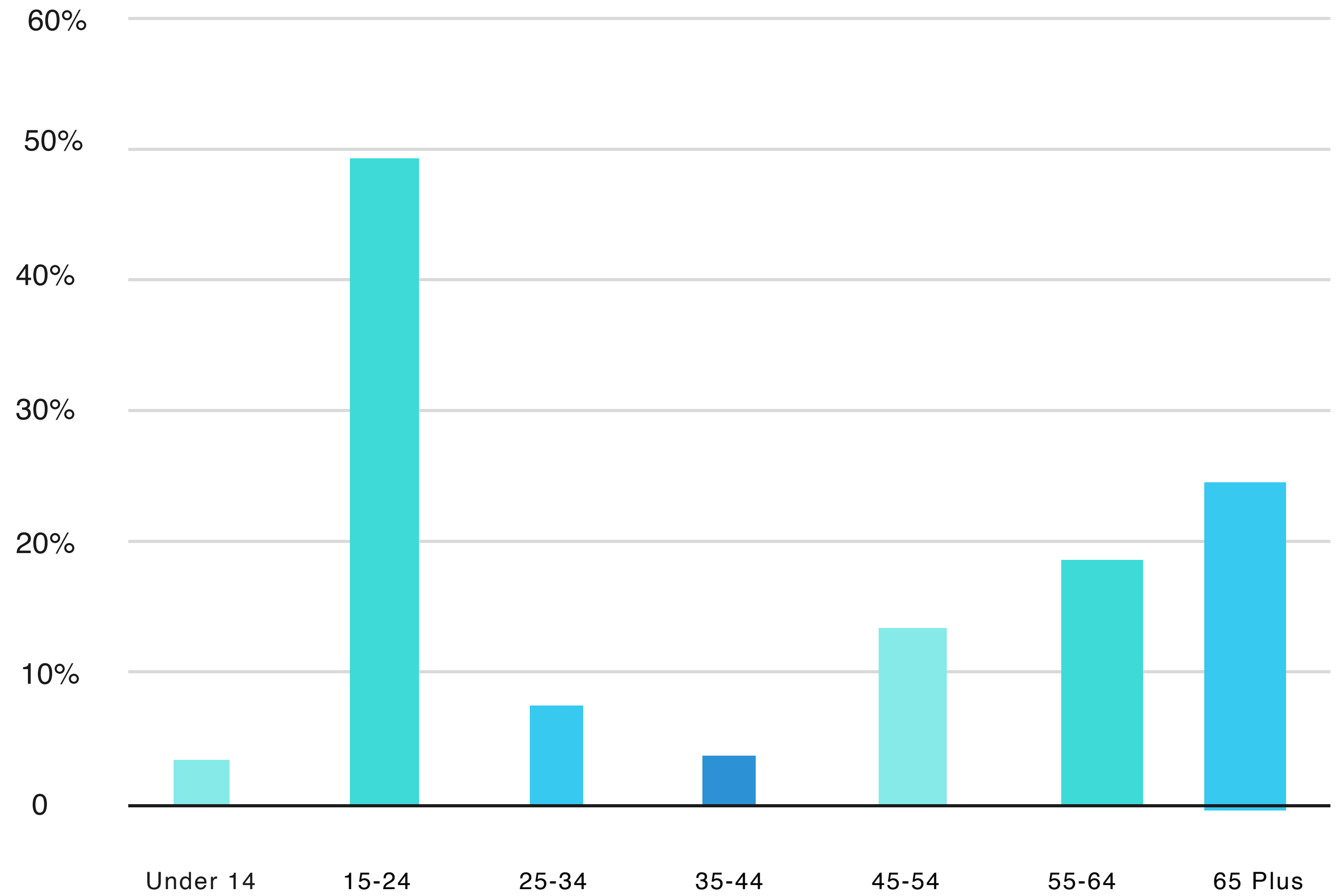
# Population growth 1950-1960



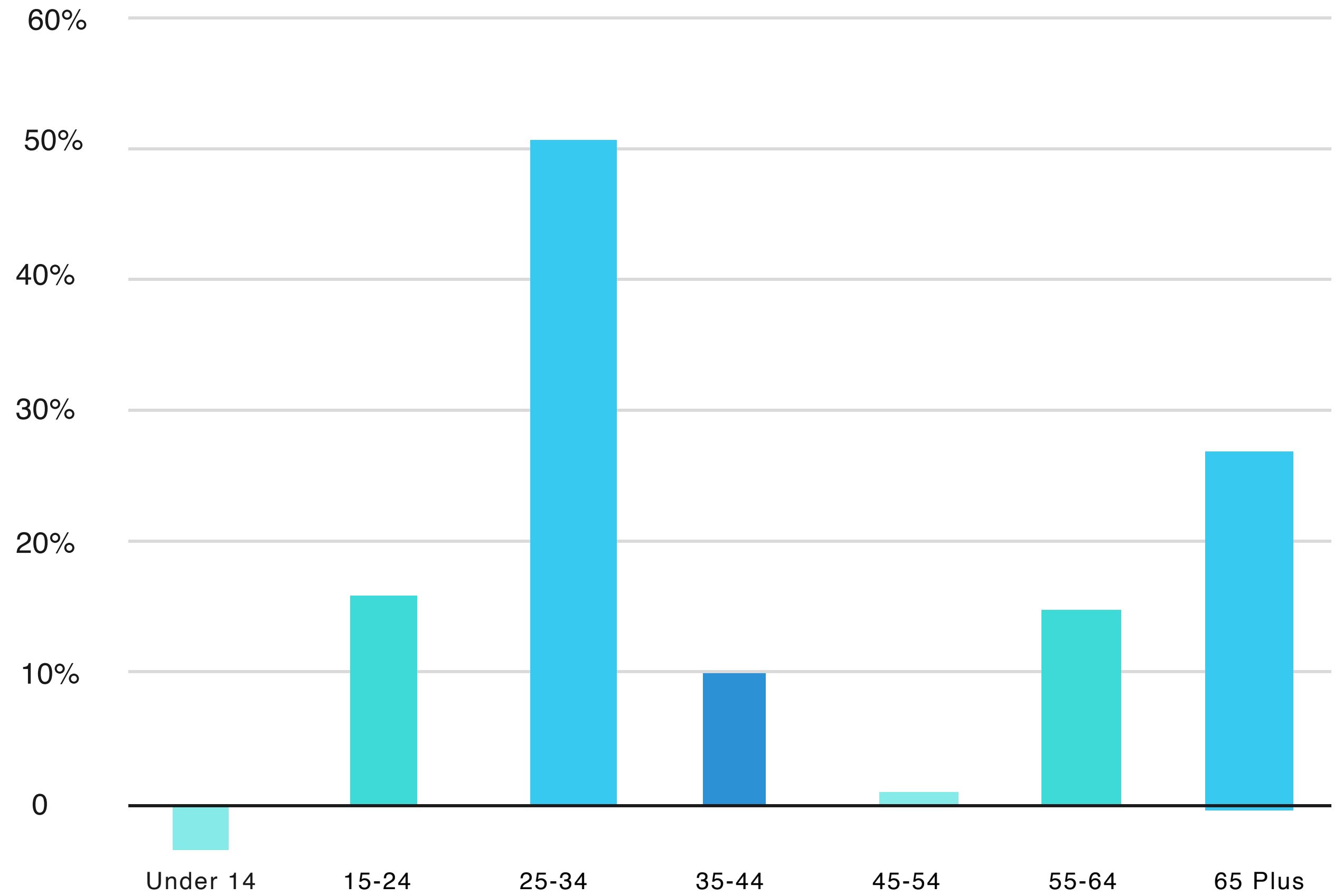




# Population growth 1960-1970

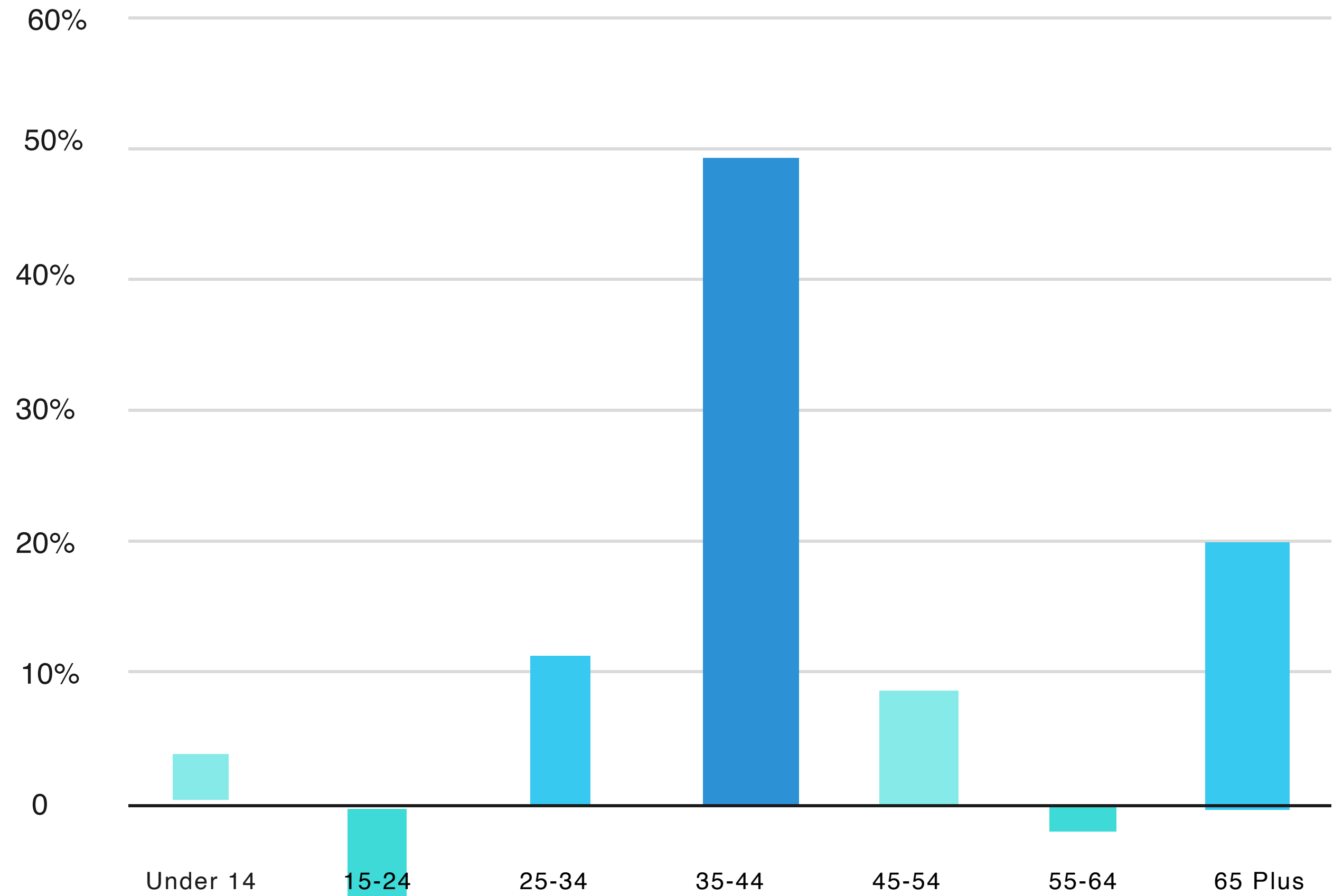


# Population growth 1970-1980



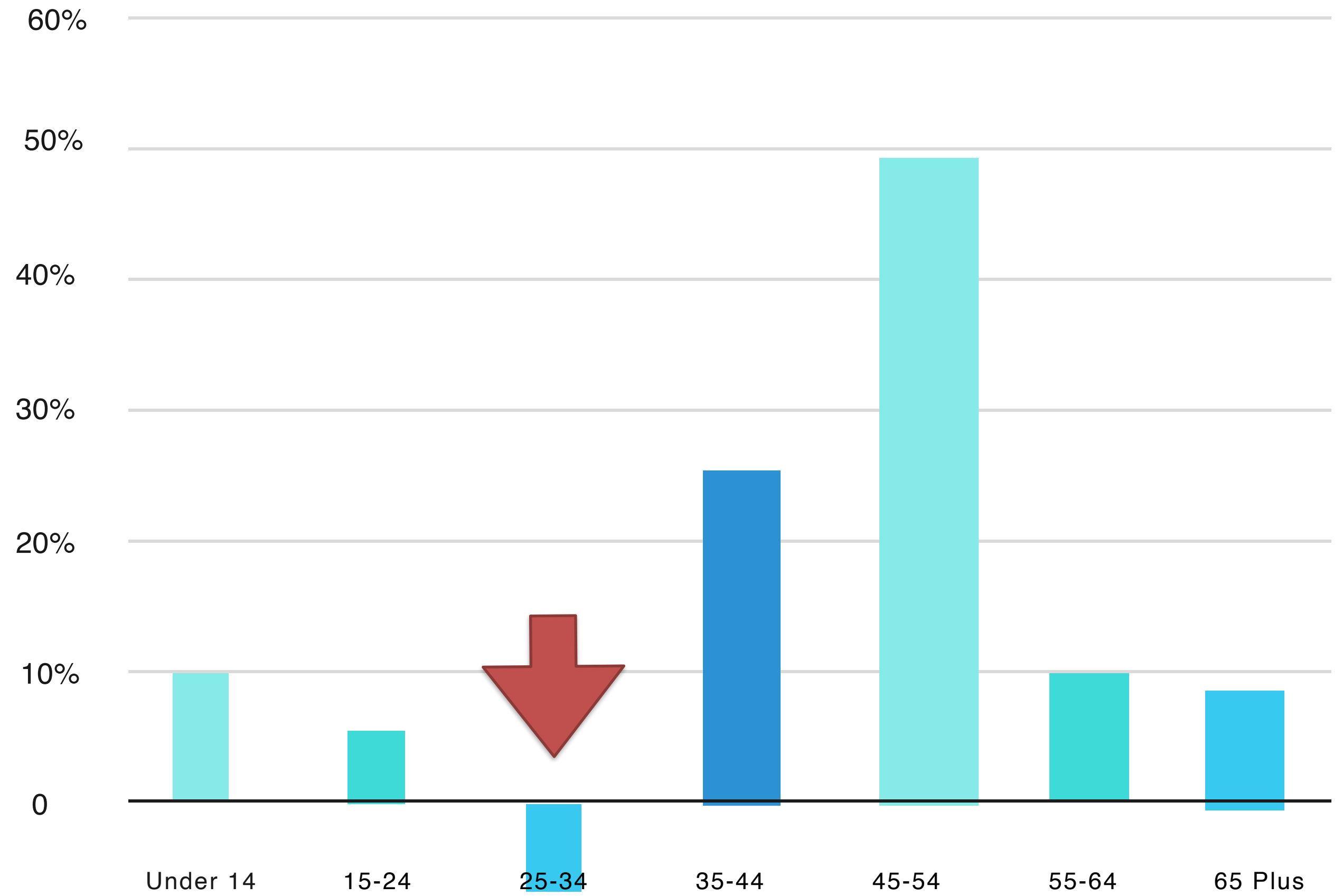


# Population growth 1980-1990



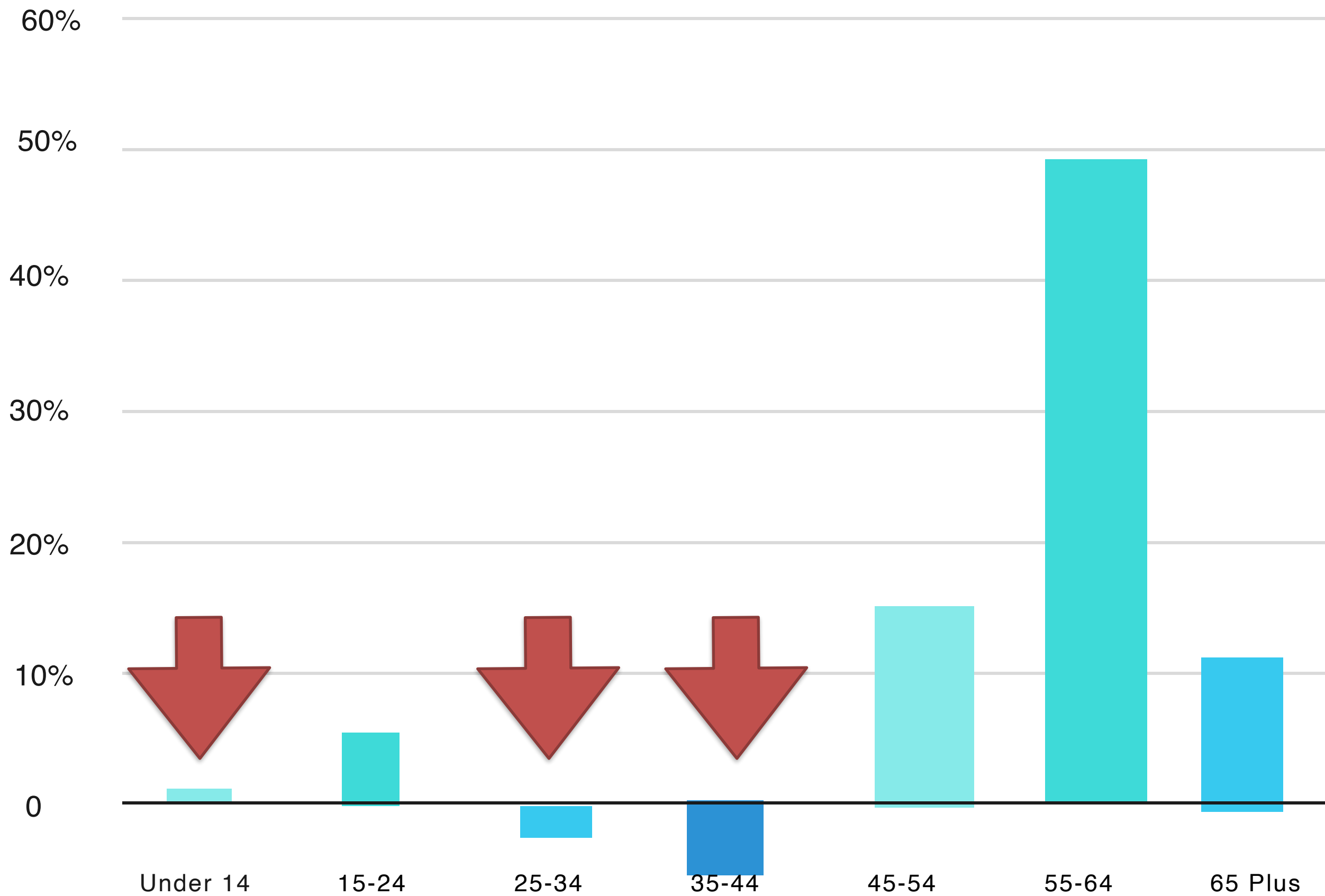


# Population growth 1990-2000



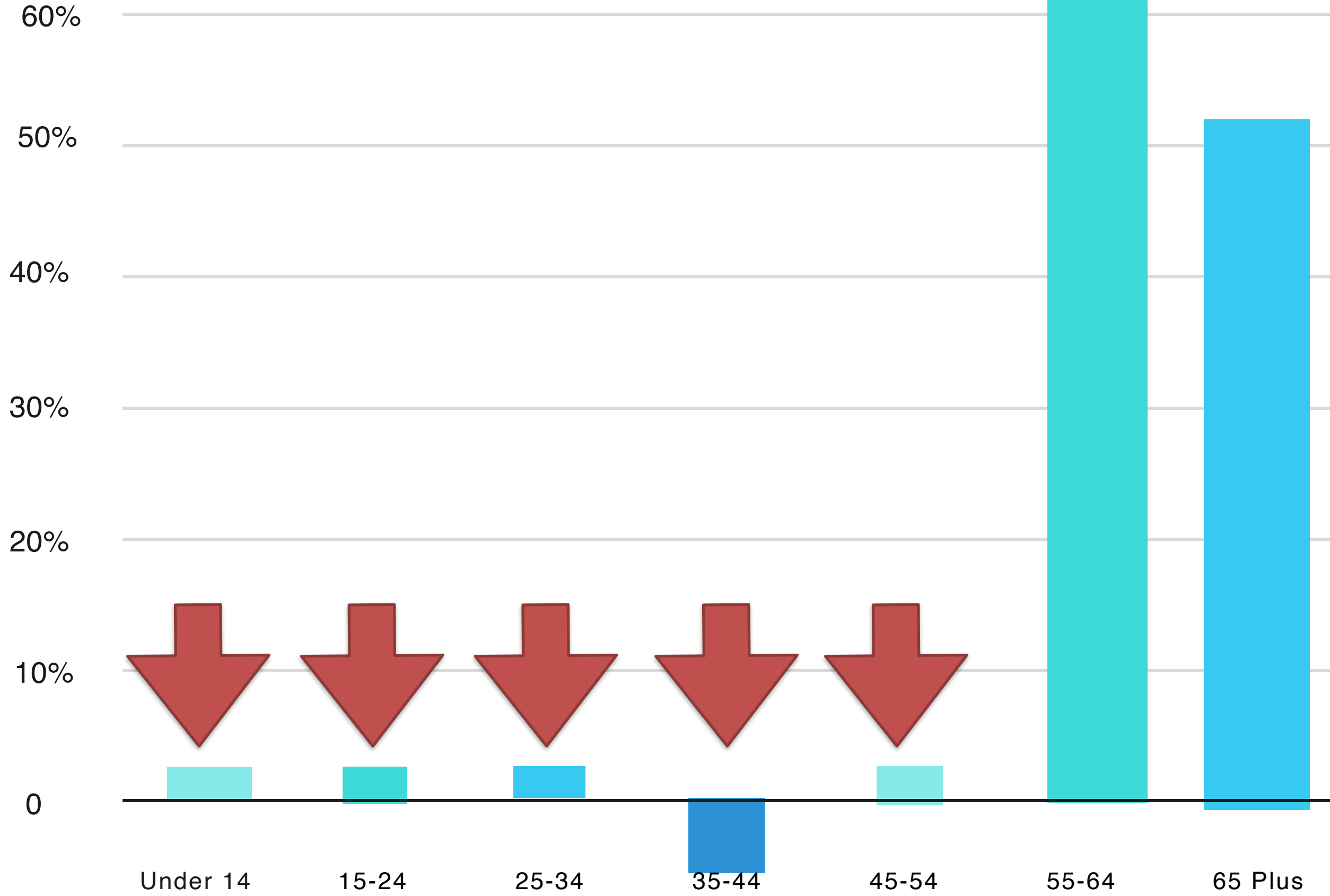


# Population growth 2000-2010





# Population growth 2010-2020







# COMPETITION IN THE FUTURE



We will compete for human resources, not customers.  
Those get the people will get the customers.



CHANGE

★ BRINGS ★

OPPORTUNITY





---

Three questions all employees ask.



**Why is this job  
important to me?**





Who am I going to be working with?



What am I going to  
be doing?







**Why is this job important  
to me?  
(This is why we join.)**





Who am I going to be working with?  
(This is why we stay.)





What am I going to be  
doing?  
(This is why we leave.)



# THREE STEPS TO CLOSING THE GAP

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Get to **know** your team.

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**Grow** your team by aligning their strengths with your organizational goals

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**Inspire** your team ( be the person you want your employees to become)



# LAST TIP COMMUNICATION!



The background is a solid dark blue. On the right side, there is a large pink triangle pointing downwards. In the bottom left, there is a pink trapezoidal shape. A vertical yellow line is positioned on the left side, intersecting a yellow circle. Another yellow circle is located in the upper right quadrant, overlapping the pink triangle. A large yellow circle is in the bottom right quadrant, partially overlapping the pink triangle.

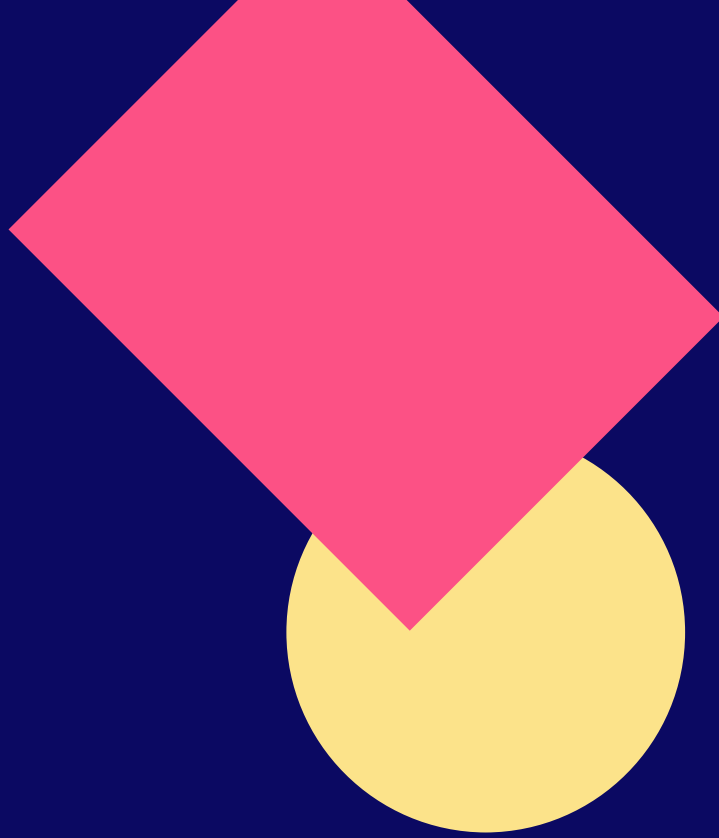
EDDIE LEMOINE

# SPECIAL OFFERS

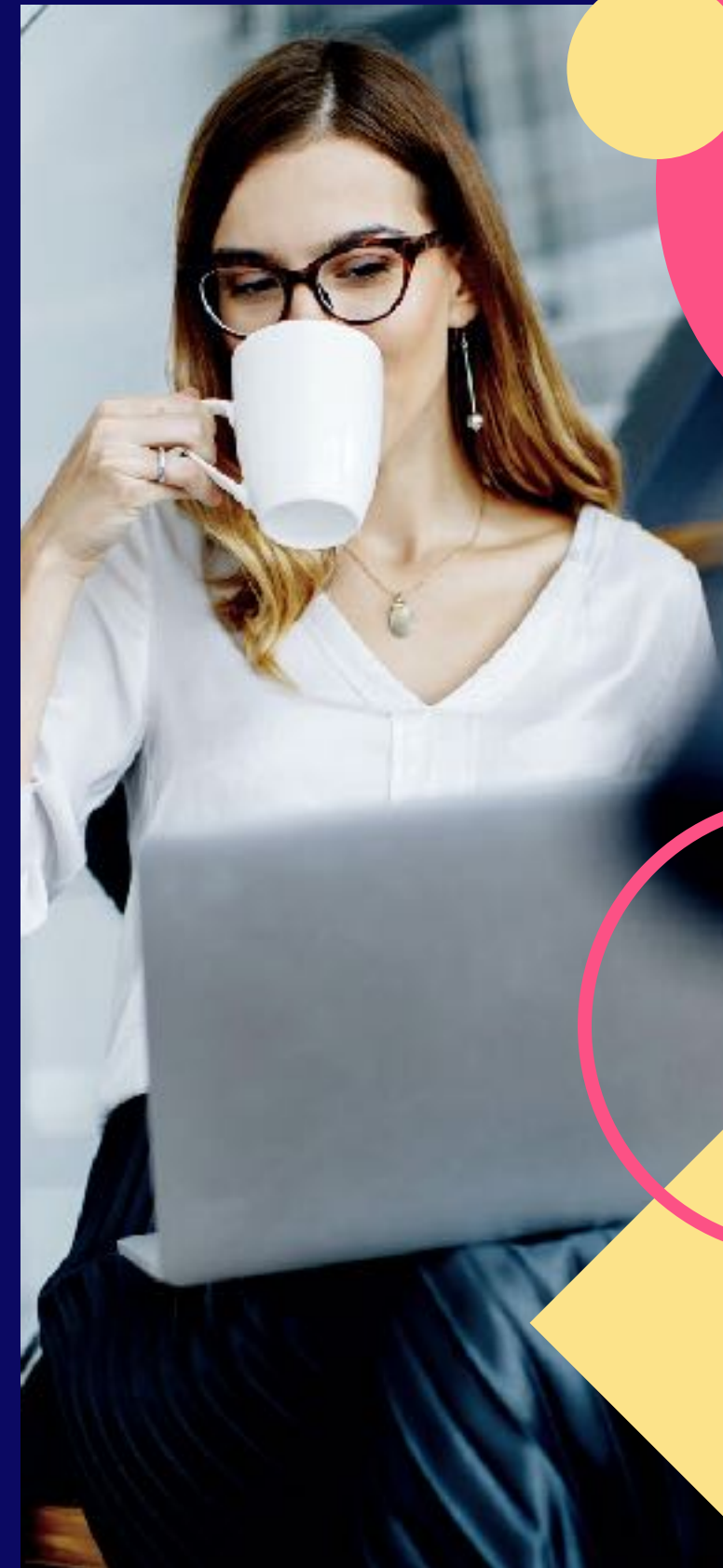




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