What My Mom Taught Me About CRM ......

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August 8, 2006
Overview

• Why Mom not Dad?
• Mom is NOT Confucius
• Self-evident (depending on maturity)
Man vs. Machine

- Sprinklers vs. Me
- Mom got a portable sprinkler
- People get bored doing the same stuff - not machines
Who's the Boss?

• Mom's not my servant (but I’m hers)
  - Dishes
  - Yard work

• Lesson: Customers don’t need us but we can make them “miss” us
“It doesn’t matter if you are right, if you are dead”

• 4 way stop
  - They were wrong
  - So what?

• Lesson: When customer is wrong or it is not “your fault” – so what?
What I learned from Mom:

Scenario: 1 “B”, rest “A’s” – got berated
But “Johnny got a “C”!
“I expected more from you than Johnny’s parents”
Lesson: Set expectations higher not lower
Summary

- Clients can be demanding (JLM)
- Clients want perfection (JLM)
- Clients don’t want to wait (JLM)
- Clients don’t want excuses (JLM)
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Thank You