

GOLF BUSINESS FORUM  
**PGA EXPO**  
MELBOURNE 12-13  
7 2022  
GolfAustralia



**ELEVATE YOUR CUSTOMER EXPERIENCE**

Monique Richardson - Service Leadership

 **MONIQUE  
RICHARDSON**

# ABOUT

Monique Richardson is an expert and leading authority in Service Leadership and Customer Service and works with clients across the globe delivering high energy and engaging keynotes. Monique is a conference speaker who brings experience, passion, excitement and humour to the stage.

With over 23 years experience, Monique has had the great privilege of delivering presentations to over 50,000 people. Monique's thoughts have been featured on Sky News, Sunrise, CEO World, and The CEO Institute.

Monique's ability to create deep connection and empathy with your audience stems from the extraordinary lengths she takes to understand your business and people and ensures she has walked in the shoes of your customer and team. All keynotes are fully customised to your industry and business goals, so that it is relevant and impactful for your audience.

Monique's keynotes are personalised, practical and powerful. Your audiences will:

- Come away with a deeper understanding of service excellence;
- Demonstrate a commitment to serve their team, customer or colleague with a deeper level of empathy and care.



Monique will create an experience to inspire and energise the crowd, ignite enthusiasm and motivate your leaders and teams to elevate the customer experience.

The experience for your delegates continues with (not required) beyond the platform with practical take-aways and creative and innovate ways to embed learning and maintain momentum well beyond the event.





## SPEAKING TOPICS

### CUSTOMER FOCUS

1. Building a company-wide customer focused culture

### THEY SERVE LIKE WE LEAD

2. How your leadership has the biggest impact on customer experience

### ANGRY CUSTOMERS

3. How to deal with them and should we put up with them?

### WORLD CLASS SERVICE

4. Excellence sets you apart. What is it and how to deliver it?

# CUSTOMER FOCUS

## BUILDING A COMPANY-WIDE CUSTOMER FOCUSED CULTURE

### KEY THEMES

» Leadership focus

» Customer focus

» People focus

A true culture of service is where everybody understands the most important thing, they can do is take care of the customer.

The way this is achieved, is through creating a culture of service

The best organisations in the world have leveraged service as a key differentiator and have built cultures of service excellence where everyone puts the customer at the heart of everything they do. This boosts overall performance and results in a happier and more productive workforce. This keynote explores proven strategies on how to cultivate, embed and sustain a customer focused culture from the inside out and practical tips on how to instantly improve your customer experience and create raving fans.

From this engaging keynote, audience members will be able to:

- Assess the current culture and see a future vision for what is possible.
- Put the customer at the heart of everything they do
- Recognise their individual role in building a service culture
- Embrace the three elements of culture building, leadership, customer and people

*This keynote is perfect for all levels of Leadership Company Conferences, Leadership Conferences, Emerging Leader Events.*

# Relationship Building Pyramid



Customer Focus

Leadership

Frontline

CUSTOMER FOCUS

Cohesion

Cooperation

Support

# THEY SERVE LIKE WE LEAD

## WHY LEADERSHIP HAS THE BIGGEST IMPACT ON CUSTOMER EXPERIENCE

### KEY THEMES

- » Service Leadership
- » Customer Experience and Employee Experience
- » Culture

Leadership makes the single biggest difference to the customer experience. The level of customer focus a team delivers directly relates to the level of customer focus of the leader. Every people leader within an organisation has a key responsibility in driving a service culture within their team.

Leading organisations across the globe that provide exceptional service to their customers drive and inspire a customer service culture. Managing the customer experience requires strategic focus by the leadership team to ensure customer focused behaviours and practices within their team.

Building a customer focused team and organisational culture all starts with leadership. Here the focus is on leaders empowering their teams to support the customer, and at the same time have a high level of accountability for results

The role of a Service Leader is critical and ensuring the CEO, every Director, Manager and Team Leader has this level of thinking is the single most effective way to build a truly customer focused culture.

From this inspiring keynote, audience members will be able to:

- Understand the role of a true service leader
- identify how to inspire, engage and empower their team
- Recognise the Importance of Customer and Employee Centricity
- Increase Employee Engagement and Customer Satisfaction

*This keynote is perfect for all levels of Leadership Company Conferences, Leadership Conferences, Emerging Leader Events.*



<i>Team Member</i>	<i>Focus</i>	<i>Customer Satisfaction</i>
Empowered	Reinforcement	90 % +
Responsive	Coaching	80 % +
Achieving	Training	70% +
Underperforming	Behaviours	50% +
Disengaged	Standards	-20%

# ANGRY CUSTOMERS

HOW TO DEAL WITH THEM AND SHOULD WE PUT UP WITH THEM?

## KEY THEMES

- » De-escalation
- » Unacceptable customer conduct
- » Resilience

Angry customers have always been a part of working in the customer service industry. Whether in the Corporate Sector, Government, Hospitality or Retail, difficult customer behaviour is everywhere. We have and continue to witness escalating customer complaints and behaviour that is difficult and at times hostile, threatening and abusive.

**T**his keynote is based on Monique's recent book 'Managing Difficult Customer Behaviour – A

A critical responsibility of every organisation is ensuring the protection, safety, and well-being of team members. This includes having clear guidelines and procedures in place to safeguard the team, and providing training, coaching and support to equip them to manage angry customers.

The safety and well-being of those serving customers must remain the highest priority for every organisation. This keynote will empower your team with practical tools and techniques and increase their confidence in managing angry and aggressive customers.

From this highly interactive keynote, audience members will be able to:

- Understand why customers get angry and recognise their own reactions to difficult customer behaviour
- De-escalate angry customers
- Define unacceptable customer conduct
- Develop strategies for self-care and resilience

*This keynote is perfect for Frontline Team Members, Team Leaders, Contact Centres and Customer Service Departments.*





Safety

Unacceptable  
customer  
conduct  
policy

Clear  
escalation  
path

**CONFIDENCE**

Boundaries

Support

Skills to  
de-escalate

# WORLD CLASS SERVICE

EXCELLENCE SETS YOU APART. WHAT IS IT AND HOW TO DELIVER IT?

## KEY THEMES

- » Mindset
- » Behaviours
- » Skills

At the heart of delivering an exceptional customer experience is people. Customer service is taking care of the people we serve and this keynote focuses on the three core elements of delivering a memorable customer experience, mindset, behaviours and skills.

While increases in digital transformation, automation and artificial intelligence drive customer and user engagement, the one thing that remains impactful in building and growing a dedicated customer base- the power of people in creating an exceptional experience.

The customer experience is everyone's responsibility in the organisation and developing frontline and support teams to focus on the customer is critical for building cultures of service excellence.

From this energising keynote, audience members will be able to:

- Confirm existing gaps in the customer experience, including the impact of possible overreliance on technology or automation for engagement
- Develop a customer first mindset with external and internal customers
- Put the customer at the heart of everything they do
- Create empathy and connection with their customers
- Maintain a service mindset

*This keynote is perfect for Frontline Team Members, Team Leaders, Contact Centres and Customer Service Departments.*



# LEADERSHIP

<i>Team Member</i>	<i>Focus</i>	<i>Customer Satisfaction</i>
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# EXPERIENCE

Monique has worked with the following clients both nationally and internationally in the commercial and government sectors.



# TESTIMONIALS

“Monique is an outstanding presenter and communicator. We engaged Monique to support our journey on putting the customer@centre. Through Monique our customer centric culture has improved out of sight. Monique knows exactly how to motivate teams and her workshops are thought provoking and she seeks genuine commitment from teams. I could not recommend Monique highly enough to any organisation who is wishing to take their customer journey to the next level.”

▪ Ali Wastie, CEO Bass Coast Shire Council

“Thank you, Monique! Your comprehensive preparation, and then delivery of the CX segment, specific to the diverse range of golf businesses in the audience, was fantastic. We valued your involvement in the event, and it was fun working with you!”

▪ Guy Chapple, Director of Wellplayed golf Business Consultancy and Golf Business Forum/PGA Expo

“Monique did such a great job at our Symposium. Her presentation was engaging and ‘lively’ where she gave key takeaways regarding how to manage challenging clients. Feedback from attendees was excellent!

Thank-you Monique

▪ Roslyn Zervos, Learning & Development Manager, Strata Community Association

“Monique demonstrated a clear expertise in the areas of service leadership, customer service and managing difficult customer behaviour. Not only is Monique an expert on the subject matter, she is a brilliant facilitator. Monique is engaging, has a wonderful sense of humour and is incredibly passionate about the topics. We received positive feedback from all participants.

“I also appreciate Monique's ability to tailor her approach to our business needs. Her flexibility demonstrates a true partnership relationship. I have learned a lot from Monique and strongly recommend her to any business looking to uplift their customer service capability.”

▪ Morgan Ryan, Chief Transformation Officer, Captiol Health



## LET'S CONNECT

Are you looking for an engaging speaker for your next conference? Monique tailors keynote speeches to inspire, motivate and educate audiences. Please get in touch with Monique to organise a complimentary discovery call to discuss how she may deliver a keynote within your organisation.

**Please feel free to reach out on :**

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Website : [www.moniquerichardson.com.au](http://www.moniquerichardson.com.au) to learn more.