



ICD Customer Behavioural Model ©

The ICD customer behavioural model[©] is specifically used to optimise the roles and behaviours of employees responsible for delivering the customer experience. Adaptable to any environment, be it business-to-business or the business-to-consumer market, it entails a process of scoring in three fundamental areas of behaviour. The model can be applied to roles at various levels of responsibility to identify the specific skills and behaviours that lead to successful customer retention, relationship satisfaction and ultimately effective customer development.

Useful Across Industry Boundaries

Through examining various industries, crucially, customer input is central to its evolution. The model dovetails neatly into existing development or competency frameworks already within an organisation.

Based on Customer Input

The ICD Customer Behavioural Model[©] can be used to test customers' requirements and preferences on an ongoing basis ensuring that the customer experience i.e. how staff act, keeps pace with changing customer expectations. This helps ensure that the right individuals are recruited and that subsequent training is targeted, specific and enables excellence. This is achievable simply because the company's customers have prioritised the key competencies and job requirements of staff with whom they will interact.

Benchmarking Staff Performance

The Model can be used to develop a benchmarking system and to measure staff performance on an on-going basis. This information can then be used to determine employee coaching and training requirements over time.

Summary

This model ensures that individuals' role requirements are customer shaped, that the right individual is recruited into the right role, and that training given is specific and adaptable to a changing environment. The ICD Customer Behavioural Model is a sound investment to yield improved results through tailoring delivery processes exactly to the customer needs.

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