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Service Culture Proposal

SERVICE QUALITY INSTITUTE

Proposed to Ivan Sachkov, Head of Customer
Operations, Atos IT Solutions and Services A/S

SERVICE QUALITY INSTITUTE
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Service Quality Institute

The Global Leader in Customer Service Strategy



John Tschohl, Founder & President

Internationally recognized customer service strategist, speaker and best-selling author, for the last 37 years, John Tschohl has been solely focused on helping organizations drive a service culture through his technology built on practicality, simplicity, and common sense. John Tschohl is called the Customer Service Guru by Time Magazine, Entrepreneur Magazine, and USA Today.

Service Quality Institute is the global leader in helping organizations keep customers, build market share and improve the performance of the entire work force by developing a culture of delivering superior customer service to the organization's own employees.

SQL is the only company in the world that has enough technology to introduce new programs every four to six months in order to create a culture change and to sustain a commitment to quality service. The dedication to developing new technology and programs will empower your employees and improve customer satisfaction.

WHY CHOOSE SERVICE QUALITY INSTITUTE?

- 40 years of experience helping companies succeed.
- Strategic approach to customer service.
- The largest collection of customer service programs in the world
- Over 1 million people trained using our system.
- Tailored programs for motivating frontline employees.
- Money saved and profits grown with great customer service.

Creating and Developing A Service Culture at Atos with SQI



Dear Ivan,

Customer service is essential to running a successful business

We have two ways we can help Atos bring your customer service to the next level and make it a strong competitive advantage:

1. John Tschohl Service Strategy Seminars;
2. SQI Technology in Russian using our 3 year Service Culture plan.

This Proposal will help you understand how you can achieve your customer service goals using our programs.

FOCUS ON CREATING FANS, NOT JUST CUSTOMERS

Creating a strong customer service culture requires a commitment to progress. Implement lasting change with John Tschohl books and seminars and our 3-year plan of superior customer service training.

John Tschohl Service Strategy Seminars

Phase One

We need leadership to really emotionally and intellectually buy into the service culture. Lip service does not work. We believe we need passion and commitment. IT professionals tend to be very smart and think more with their head than their heart. A difficult group to get to change from being IT experts to being customer service leaders.

John Tschohl has the gift and ability to energize and sell the service culture religion. He uses numbers which executives love but he has the ability to weave this into his presentation. John wants them to not just listen but to emotionally and intellectually buy into the service strategy. The employee is easy to change. Management is more difficult.

Regardless of how committed your CEO and each of you are, there will be serious resistance. Here is an example. The first time Michael Bell retired, he gave the reigns to Kevin Rollins, a numbers guy. The first thing he did was dismantle the focus on Customer Service. \$1,000 invested in Dell stocks in May 2003, is now worth only \$465, while Amazon is worth \$31,379.



We recommend '**Achieving Excellence Through Customer Service**' seminar, John's flagship program. However, you are welcome to pick any other topic from John's Speaker Kit (enclosed) based on your company's needs and goals. Any program you pick will be tailored to Atos. Before the seminar, John will perform Mystery Shopping and service evaluation free of charge.

To learn more about John Tschohl please visit www.johntschohl.com

We suggest you consider having John Tschohl do a service strategy seminar in Moscow for your top 100 leaders and/or your entire workforce (mixing top managers and frontline employees is a good idea, too). NO limit on the number of participants. Any location. Any number of seminars. You could also have John spend just a day with your 15-20 top executives like he did with Lazurit (Q&A Board Meeting format).

TERMS & CONDITIONS:

- \$25,000 for one day plus travel expenses for the first seminar and then \$10,000 a day after that for each additional seminar.
- Hotel accommodation (four star minimum).
- Business class airfare.

John Tschohl has a valid Russian visa.

3 Year Service Culture Plan

Phase Two

Creating a strong customer service culture requires a commitment to progress. Implement lasting change with our 3-year plan of superior customer service training.



This Service Culture plan will help build and create a service culture, improve the performance of the entire workforce, build employee morale and teamwork and dramatically increase speed.

We want to help you build market share, decrease complains and attrition, and build a brand around the customer experience. We can help you become customer driven and create a more powerful brand.

Our programs do four things to create value:

- We change attitudes and behaviors
- We teach the skills of superior customer service
- We improve morale and teamwork
- Dramatically improve brand loyalty and increase repeat purchases

OUR TAILORED APPROACH

A customized solution

SQI tailors, personalizes, and customizes programs to any degree your organization wants with no limitations. We will work with you to create a program that changes your employees' attitudes and behaviors. These programs will build morale, teamwork and communication by empowering your employees.

Eliminate 80 percent of employee's training time.

Time is the most expensive part of training. Our programs will reduce costs of training while producing more productivity, thus greater profits.

Eliminate 95 percent of all travel expenses

All SQI training is done on site by the organization's own employees.

Our 3 year service culture plan from Service Quality Institute has the best value. We reduce the price by over 50%.

3 Year Service Culture Plan

Phase Two

By creating a service culture with all 1,200 employees this is what we suggest you focus on:

- Dramatically Reduce the Attrition Rate (Client Defections)
- Dramatically Reduce Complaint
- Increase Client Attraction
- Market Share
- Employee Turnover
- Repeat Purchases
- Profit
- Customer Satisfaction - Do you presently measure this? If so where are you on the rankings
- Employee Tardiness
- NPS - Do you presently measure this? If so where are you on the rankings

These results require:

1. All employees go through the training. No exceptions.
2. A new program be introduced every 4 months
3. All new employees must go through the training.
4. The return on investment is measured by the results with the 10 items above against the \$99,600 yearly investment.

Only \$83 per employee per year.

All prices are in USD and do not include travel expenses or shipping. We will print in Russia the participant material to save Atos thousands of dollars on shipping.

The best value is our 3 year service culture plan built around an unlimited buffet of 2-3 programs a year of your choice for all 1,200 employees. We can also do a 2 or 4 year plan if you prefer. We charge about 15% more for a 2 year plan.



The 3 year Service Culture Plan can be customized for Atos. This plan is a Buffet that allows you to have as much as you want, as fast as you want with no limits. If you were to purchase all these programs individually, it would cost at least 50 - 60% more. Savings on Leading Empowered Teams are 98% with the buffet plan. Pricing for Customization is additional but done at cost. Shipping costs for material will be additional in each and every shipment. Printing and duplication will be in Moscow. You will receive new programs for each of the three years. Your investment is per person per year for 3 years for all employees. NO exceptions. The investment is \$83 per person per year for 3 years based on 1,200 employees. For 100-499 employees it is \$129 per person.

Each year we will adjust the number of employees to reflect the new number you have. You can use any combination you want. We suggest you implement a new program every 4 months to build a service culture.

3 Year Service Culture Plan

Phase Two

This investment covers unlimited usage of Service Quality Institute's programs each year.

It includes:

- all product;
- all Train-the-Trainer fees;
- free replacement materials to cover your employee turnover.

Shipping and travel costs are not included.

John Tschohl Service strategy seminars are additional.

This plan is for organizations serious about a service culture change. The all inclusive pricing is based solely on the number of employees, regardless of number of locations.

Service Quality Institute will work with you to maximize success. All SQI's technical support over the life of the agreement is included in the price. A three year agreement needs to be signed. Each anniversary we will adjust the price based on the number of employees you have.



PERSONALIZATION is an option. SQI does this at cost. We look at our products as a marketing and communication tool. Each program's DVD Jackets and Participant books can be personalized with your own camera ready art work. Your CEO could have their photo and a message.

Pricing for all customization/personalization products:

1. Personalization of Book Covers (4 color) \$650
2. Certificate of Accomplishment \$50
3. Personalization of Leader Guide Covers, Spines and Inside cover \$150
4. DVD Jackets and face labels. \$100

3 Year Service Culture Plan

Phase Two - Technology Included

Leading Empowered Teams for Service Quality is for everyone in a Leadership Position and includes Train the Trainer seminars by SQI.

FEELINGS for Professionals is for the total workforce. Facilitator material is provided. Every facilitator receives a leader guide with 3 DVD's. Train the trainer seminars are included. Each employee receives a participant kit.

Empowerment: A Way of Life is for all employees. This is a 2 session program designed to get employees to use empowerment

Loyal for Life (Service Recovery) is for all employees. Materials for facilitators and participants is included. Train the Trainer seminars are included.

Remember Me should be used the first year for everyone. It gets employees to recognize and use customers' names. Service Quality Institute provides all materials and support.

Speed will help everyone dramatically reduce the time it takes to complete a project or task. Do it Fast, Do it Now, Do it Right.

Handlingirate Customers is for all employees. Materials for facilitators and participants is included. Train the Trainer seminars are included.

BAD (Buck A Day) Cost Reduction Campaign is for everyone. Service Quality Institute provides all materials and support. The Savings from BAD will fund the entire 3 year service culture plan.

Exceptional Service is for the total workforce. Materials for facilitators and participants is included. Train the Trainer seminars are included.

Good Idea Campaign on Quality and Customer Satisfaction is for everyone. Service Quality Institute provides all materials and support.

Service First Video Library is a series of 12 DVD's with training sessions of 1-2 hours each once a week.

Moving Up is a two session program designed to get people to become indispensable and extraordinary. It's designed to get employees to remove self-imposed limitations and want to Move Up.

Coaching for Success is our new one day seminar for managers and leaders. It is designed to help leaders drive the performance of employees using recognition.

3 Year Service Culture Plan

Phase Two - Year One

We have enclosed a detailed breakdown of the training for the next 36 months. We suggest you consult with SQI to create the order that will work best for Atos.

Leading Empowered Teams

This program will help your executives, managers, supervisors and department heads to learn how to look at Atos to remove gaps and develop a service strategy. It will teach empowerment, team work, and how to coach an empowered and high performing workforce. We need management to walk the talk and drive a service culture.

When using the service culture plan we suggest training for everyone you are thinking about promoting into a leadership position. Each participant also receives a copy of John Tschohl's Russian book "Achieving Excellence Through Customer Service", which is part of the program. Your real investment for this program is only \$14 per person which is less than the cost of John Tschohl's Russian Book. Savings with the 3 year service culture plan are over 98%.

Our SQI team will train your facilitators in a three day Train the trainer seminar who will in turn train your leaders, managers and supervisors. We provide the TTT and the materials.

Feelings for Professionals

Program for the entire workforce and is designed to change attitudes and behaviors. It focuses on personal excellence. Teach the skills and techniques of customer service, build the self-worth of employees, help them feel good about themselves, and improve morale and teamwork. We will provide a 2 day train the trainer Certification Seminars for your trainers so they can train your facilitators. Our technology eliminates 95% of all travel expenses, 95% of the need for you to hire additional facilitators (HR should drive the implantation) and 80% of the training time. Each employee gets a participant package. Feelings is very fun and entertaining and employees want to participate and interact, which is the most effective way of learning new skills and changing behavior. FEELINGS has a strong focus on personal growth and development. You will see an immediate improvement in behavior and attitudes.

3 Year Service Culture Plan

Phase Two - Year One

Empowerment: A Way of Life

For all employees. This is a 2 session program in development designed to get employees to use empowerment. It is almost impossible to get an employee to use Empowerment. The fear of being fired is overwhelming for employees. If you want to have superior service you must force your employees to master empowerment.

Empowerment will dramatically help reduce claims and the attrition rate. Every employee must master and use empowerment. It is the single most difficult skill to get employees to use. It typically takes 2 miracles at the same time to get an employee to make a fast empowered decision on the spot in favor of the customer.

This includes leader guides and DVD's for each of your facilitators so they can easily conduct the training. We will train HR who will do train-the-trainer Certification Seminars of 1 day each to conduct the training. Each employee receives a copy of the 96 page participant book, technique card and certificate. We will need one facilitator kit with a leader's guide and 2 DVD's for each facilitator.

Phase Two - Year Two

Loyal for Life

Loyal for Life is a one session program designed to be implemented in 4 hour, or half day seminar. The focus is on service recovery. When Atos makes a mistake, how do you take a customer from hell to heaven in 60 seconds or less. We teach 4 principles: Act Quickly, Take Responsibility, Be Empowered, Compensate.

This program will dramatically help reduce claims and the attrition rate. Every employee must master these skills. In the US less than 1% of companies use or understand Service Recovery.

This includes leader guides and DVD's so each facilitator can easily conduct the training. Each participant receives a copy of the 92 page participant book, technique card and certificate.

3 Year Service Culture Plan

Phase Two - Year Two

Speed

SPEED means dramatically reducing the amount of time it takes to complete a project or task. Speed means doing it FAST, doing it NOW, and doing it RIGHT. It will help create a Speed mindset. Speed will help everyone overcome internal and external barriers. Atos can build more market share by mastering Speed.

To create maximum impact we suggest top management go through the training first so they support and nurture the Speed skills.

Speed is implemented in 2 sessions of 3-4 hours each spaced one week apart. Speed includes a leader guide and 2 DVD's for each of your Certified Facilitators. Each participant receives an in depth 93 page participant book, certificate, speed performance standard and technique card. Each employee receives a participant kit.



Remember Me

Remember Me should be used for everyone. It gets employees to recognize and use customers' names. Service Quality Institute provides all materials and support. This is a two session program of 3-4 hours each spaced one week apart. Nothing is more important to a customer than their name. There are 3 reasons employees do not use the customers' name: Fear, Indifference, Lack of Training.

We will need one facilitator kit which includes a leader guide and 2 DVD's for each facilitator. Each employee receives a participant kit.



Phase Two - Year Three

Coaching for Success

Coaching for Success is our new seminar for leaders and managers. It is designed to help managers coach for improved performance and terminate non performing employees when no progress is made. Great leadership and good coaching can develop customer driven employees.



3 Year Service Culture Plan

Phase Two - Year Three

BAD (Buck A Day) Campaign

BAD (Buck a Day) Cost Reduction Campaign implemented by Atos. This is a 30 day campaign. No training time is necessary. We will spend up to two days helping the coordinator understand how to run the campaign and provide support throughout the campaign.

The goal is to get every employee to look for a way to save \$1 a day. There are about 250 working days in a year. If each person comes up with these savings the total savings will be \$300,000 (based on 1,200 employees). The savings often run almost \$500 per person. We had the US Military have one person who came up with a \$1 million dollar savings. This Cost Reduction Campaign can fund the entire 3 year service culture plan.

The first week is a teaser campaign and the following 3 weeks are the actual campaign. It is fun, exciting, easy to implement, simple and works. Each person receives a certificate with the slogan 'I had a BAD idea' when they submit their first idea. It is tongue in cheek humor. For each additional idea we give each person a rubber dollar. It is based on recognition, humor and participation. Participation rate will be around 80%, often up to 95%.



Moving Up

Moving Up is designed to get all employees to move up and believe in themselves, to become indispensable, extraordinary and more remarkable. It is implemented in 2 sessions of 3-4 hours each spaced one week apart. SQI will train your Certified trainers in a 2 or 3 day Train-the-trainer Certification Seminar. Each trainer gets their own facilitator kit which includes a leader guide and 2 DVD's.



Atos can choose any program in any order.

3 Year Service Culture Plan

Phase Two - Year Four (Optional)

Optional Programs to choose from or Opt for a 4th year after completing the 3 Year Plan.

Service First Video Library

Service First Video Library is a 12 DVD series designed to be implemented in 12 sessions of 1-2 hours each once a week or once every two weeks. It can also be implemented in 4 sessions of 4 hours each. We will need one DVD set for each of the Certified facilitators.

The Service First Video Library is made up of hundreds of vignettes from millions of dollars of video we have filmed. We provide a CD and an Internet access card for the facilitator and participant material. This includes the leader's guide, PowerPoint presentation, discussion guide, answer sheet and a certificate for each person.



The 12 topics are:

- Your key to Customer Satisfaction
- Teamwork Development
- Handling complaints and the Irate Customer
- The Language of Positive Communication
- Effective Questioning and Listening
- Exceeding Customer Expectations
- Value Added Service
- Effective Telephone Techniques
- The Art of Satisfying Customers
- Service Recovery
- Empowerment
- Total Quality Service

Handling Irate Customers



Handling Irate Customers will help everyone understand how to handle irate customers and difficult situations. Service Quality Institute provides all materials and support. It is implemented in 2 sessions of 3-4 hours each spaced one week apart. Each employee receives a participant kit. We will need one facilitator kit with a leader guide and DVD' set for each Certified facilitator.

3 Year Service Culture Plan

Phase Two - Year Four (Optional)

Good Idea Campaign

GOOD



Good Idea Campaign on Quality and Customer Satisfaction is another 30 day campaign that focuses on quality and satisfaction. It is also based on humor, involvement and recognition. The first week is a teaser campaign and the final 3 weeks are the actual campaign. SQI provides the software to measure and track all the results. Participation will be around 80% and possibly up to 95%. The Campaign builds morale because it lets employees know they are valued, loved and appreciated.

It will generate hundreds of ideas on how Atos can improve service and customer satisfaction. We want rapid implementation of the ideas. Each person is asked to look at where they work to come up with ideas on quality and customer satisfaction.

We need new leaders for the campaign. We want employees with enthusiasm, peer respect and customer care role models. We want to build leaders and role models. By constantly having new leaders you are creating and building a service culture. With this Idea Campaign a leader for every 10 or 20 employees. This is how we impact behaviors and attitudes. There are NO training seminars. It is a campaign.

Exceptional Service

Exceptional Service is a one session program conducted in 4 hours. Ideally Atos needs a new program every 4 months. The concept is to deliver exceptional service not just good service. By giving the employees fresh, exciting material you keep the customer service message in front of them.

This program is built around 9 key points: Delivering Exceptional Service, Everyone's Important, Customer Care, Communicating Quality, Value Added Service, Problem Solving, Service Recovery, Speed.

Atos needs facilitator kits with a leader guide and DVD for each facilitator. Each leader guide is user friendly and designed so each trainer can skillfully do the facilitating. Participant kits include a 36 page book, Quality technique card and customer service performance standard.



3 Year Service Culture Plan

Phase Two - Pricing

Each year SQI will be told the new number of employees and the fee per person per year will be invoiced against that number.

It includes all 1,200 employees at \$83 USD per person per year for 3 years (\$129 per person from 100-999 employees). No charge for employee turnover.

If at anytime you decide to cancel the 3 year service culture agreement Atos agrees to have SQI invoice you for the actual retail prices for the product and training you have received.

The buffet plan provides discount pricing in excess of 50% - 60% off retail (98% on LET) and it is front loaded with costs for SQI. There is a limit of 2-3 employee programs per year. There is no carry forward to future years if not used.

After nearly 4 decades of program development we can say without exception all training is fleeting and needs constant maintenance. We say this having looked for the magic training bullet where a single 6 hour training session lasts a lifetime. We have developed a 3 year service culture plan with built in scheduled reinforcement and enhancement. Please keep in mind the programs flexibility both in content and pricing.

We hope you find our proposal a good fit for your needs and customer service goals

WE AGREE TO THIS 3 YEAR AGREEMENT starting November 2017

Ivan Sachkov
Head of Customer Operations
Atos IT Solutions and Services S/A

Date

John Tschohl
President
Service Quality Institute

Date