



Using NLP to improve customer satisfaction



Uta Langley, founder of 2 the point training, is an experienced trainer, facilitator and coach and has been working with groups for over 20 years. She has a record of success in initiating and carrying through a wide range of change management and management development projects involving all levels within an organisation. Uta has a background in international marketing and sales in the Automotive Industry. She has been working with a wide range of individuals and businesses from owner/managers of small businesses to senior executives in blue chip companies and public bodies. Uta is also tutoring the Women into Enterprise course at the University of Bath.



Your staff and the way they interact with your customers make the difference between a fantastic and a disappointing customer experience.

Neuro Linguistic Programming (NLP) can help to shift the balance towards more outstanding and memorable experiences for your customers and therefore develop brand advocates, build customer loyalty and facilitate up selling opportunities.

"NLP is the art and science of excellence, derived from studying how top people in different fields obtain their outstanding results" (John Seymour). NLP explains how our mind works and how we can use this knowledge to change our behaviours if we want to achieve different results. NLP has been used in business for many years to increase sales and enhance customer service through improved management skills and relationship building.

NLP can provide specific tools and techniques that can improve customer service.

1. Make qualitative outcomes more measurable

NLP provides a goal setting process that makes qualitative goals and behavioural outcomes more measurable by defining sensory based evidence for success. This process will help define the qualitative experience you want your customers to have and will therefore enable you to measure if your staff deliver these experi-

ences. Greater definition of the perceived more vague behavioural components will also make training, coaching and performance management easier as there is a shared understanding of the desired customer experience.

2. Model excellence

Modelling excellence is one of the major contributions that NLP brings to business. When modelling excellence we contrast the high performers with the mediocre on 6 levels from environmental factors to the way they think about the customer, themselves and the products or services. Behaviour is strongly determined by our beliefs and attitudes and NLP based modelling can crystallise how outstanding performers think and act. Some of the components of outstanding performance will be talents that people will need to bring and that you need to recruit for. Other elements of the model of excellence can be used in training and coaching to develop existing staff so that more of them become outstanding performers. When modelling top performers in a High Street bank we specifically included top performers that remained in the business to identify what makes them stay in order to be able to adapt recruitment to reduce staff turnover.

The results of a modelling exercise can improve recruitment, decrease induction time and increase retention as well as performance when the findings are imple-

mented across the business.

3. Train people to be flexible

The most flexible person will generate more satisfied customers as they are able to respond to different moods and needs of a wider variety of customer than the staff members that rely on one style only. NLP offers tools and techniques to train people to improve their ability to sense and identify customer moods and needs and to respond appropriately. NLP based training can access the often hidden components of beliefs and attitudes that make the difference between mediocre and outstanding performance. NLP based training aims to increase the staff members' repertoire of responses so that they can be more flexible and adapt to what is needed to create more positive and profitable customer interactions. [S](#)

For your FREE in-depth report on "Modelling Excellence", please e-mail model@2thepointtraining.co.uk. Uta Langley, 2 the point training. T 01285 654344.



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