



## TAKING YOUR CUSTOMER EXPERIENCE TO THE NEXT LEVEL

顧客体験を進展させる

BY NICOLA BUCKLEY ニコラ・バックレイ

**DURING THE PAST YEAR, BUSINESSES AROUND THE WORLD HAVE HAD TO REIMAGINE THEIR BUSINESS MODELS AND OPERATIONS MULTIPLE TIMES. NEARLY OVERNIGHT, THE PANDEMIC FORCED MOST COMPANIES TO PIVOT TO REMOTE WORKING, CREATING AN INSTANT DEMAND FOR NEW TECHNOLOGIES AND SERVICES THAT HAD PREVIOUSLY BEEN THOUGHT ABOUT IN CONFERENCE ROOMS, BUT NEVER FULLY IMPLEMENTED.**

As businesses continue to look for ways to navigate this new world order, they are looking for partners who can help them along in that journey.

For service providers, the differentiation they can offer in a partnership comes not in any single product, but in the ability to understand a customer's need and to react and help customers solve a problem at a moment's notice.

Customers will always choose a vendor or solution based on how the vendor interacts with them on a personal level. That's a fundamental fact of how business is done, regardless of the industry. A product can have lots of fancy bells and whistles, but if the customer doesn't feel like they're being embraced by the vendor, they won't buy it.

The key for all companies to succeed is to fit their products into the services they offer, rather than the other way around, which is what most companies do. Indeed, recent research by Ipsos found that 91% of CEOs believe they deliver a superior experience, yet only 30% of their customers agree.

How can companies close that gap? Let's explore a few ways to build a better experience – and relationship with your customer.

### LISTEN TO THE VOICE OF YOUR CUSTOMER

A strong customer journey – and experience – always starts with the human element. Building a strong and effective experience platform is more than just a process – it's an opportunity to build an emotional relationship with your customer across all touchpoints.

過去一年の間に、世界中の事業は戦略や運営を何度も再考しなければならませんでした。ほぼ一夜にして、ウィルスの世界的行により、今まで会議で検討されても全く実行に移されなかった新たな技術やサービスが緊急に必要となり、ほとんどの企業は在宅勤務に軸を置くことを余儀なくされました。

事業は、新しい世界秩序を切り抜ける手段を探し続けながら、その過程を手助けしてくれる共同経営者を求めています。

サービス提供者にとって、共同関係がもたらす差別化は、一つの製品にあるのではなく、顧客の要求を理解したり、問題に気づいた時点で解決の対応や手伝いをしたりする能力にあります。

客は常に、業者の個人的レベルでの対応の仕方に基づいて販売業者や解決策を選びます。それは産業に関わらず、取引がどのように成されるかという基本的事実です。おまけや追加がたくさん付いてくる商品もありますが、顧客が販売者から歓迎されていないと感じれば、その商品を買うことはありません。

あらゆる企業が成功するための鍵は、自社が提供するサービスを商品に合わせるよりも商品をサービスに適合させることであり、ほとんどの企業がこれを実行しています。事実、Ipsosというリサーチ会社による最近の調査では、最高経営責任者の91%が秀逸の顧客経験を生み出していると考えていても、その顧客の30%しかそう思っていないことが分かりました。

どうすれば企業はその隔たりを無くせるのでしょうか？より良い顧客体験や顧客との関係を築く方法をいくつか探ってみましょう。





To truly connect with customers, and understand their experience, business leaders must spend time with them, face to face. And that means really getting to know them, not just dealing with events when they need services. It's imperative to spend time with the customers during and after an event, to show them the plan and ask for their input.

While understanding their needs is key, it's critical to always focus on allowing your customers space to make the right decisions and choices for themselves. As a service provider, you should, in some respects, offer staff augmentation. Focus on enabling choice while offering a very simple entry point into how clients gain access to services. Provide them with the simple tools they need to remove the stress and worry out of managing their complicated business environments.

## ALIGN YOUR SALES AND SERVICE TEAMS

Many companies overlook the need to engage the whole organization, including its support functions, in their quest to build a memorable customer journey. Guaranteeing high levels of service requires companies to have large, effective engineering and logistics capabilities, and to be innovative to ensure they have the tools and processes customers can rely on, 24x7.

To accomplish this, it's critical to avoid "silos" in your organization. Silos never drive good results. Collaboration across functions is key. The service team should be a tool for the sales team and the sales team can serve as support for the service team.

To drive this collaboration, be hyper aware of your strengths and how you build a team that complements everyone's strengths and opportunity areas across the organization. This will help the team feel empowered in their various roles.

A collaborative approach has been proven to work. The Ipsos study noted that empowering an insurer's agents to resolve customer queries on that first call has increased customer advocacy by more than 50%.

## GROWING AT SCALE

All companies are at different stages of their customer experience journey but no matter what part of the journey you're in, a well-aligned, embedded service team can provide an experience that will help drive revenue without ever moving a product. According to Ipsos, 86% of people will pay more for a better experience. That means a better customer experience can lead directly to increased revenue.

## 顧客の声に耳を傾ける

強固な顧客行程と経験は、常に人間的要素から始まります。強固で効果的な経験の足場固めは単なる過程ではありません。顧客とのあらゆる接点において感情的な関係を築く機会です。

しっかり顧客とつながり、彼らの体験を理解するために、事業の先頭に立つ者は時間を割いて客と対面で接するべきです。それは真に客を人として知ることであり、ただ単に必要に応じて接客することではありません。接客中とその後に時間を割いて、対応の流れを示して客の意見を伺うことが肝要です。

顧客の要求を理解することが鍵であり、客にとって正しい決断と選択ができる余裕を与えることに常に集中することが必須です。ある観点において、サービスを提供する立場として品揃えを充実させるべきでしょう。客がサービスを受ける手順はごく簡単なものにし、豊富な選択肢に重点をおきます。複雑な営業環境に対応することから起きるストレスや懸念を取り除くためにも、単純な手段を提供してください。

## 販売担当と接客担当の提携

多くの企業が、忘れがたい顧客行程を築くための探求において、支援機能を含む組織全体に携わる必要性を見落としています。高水準のサービスを保証すると、大規模で効率的な機械技術と物流力があることや、客が年中頼れる手段と手順があることを確実にするために革新的になることが企業に求められます。

これを成し遂げるためには、組織の密室性を避けることが必須です。密室から良い結果が生まれることは決してありません。職務を越えた協力が重要です。接客担当は販売担当を応援すべきであり、販売担当が接客担当の補助を務めるともあろうでしょう。

この協力関係をうまくいかせるには、自身の長所や、全員の長所を補え合うチームの結成法、組織内で可能性のある領域などに細心の注意を払いましょう。それによって、チーム要員は様々な役割に権限を持っていると感じられます。

協力的取り組みがうまくいくことはすでに証明されています。前述のイプソスの調査では、客からの電話で、初回問合せに対する決定権を保険代理店に与えると、顧客の指示率が50%以上増加したことが示されています。

## 大規模な成長

全ての企業は顧客体験の行程で違う段階にありますが、どの段階にあっても、提携がよく取れて接客の心得が浸透しているチームが体験を提供すれば、看板商品が無くても収益を上げることができるでしょう。イプソスによると、86%もの人がより良い体験の方にもっとお金を払うつもりでいるそうです。それは、より良い顧客体験が増収に直接つながることを表しています。

この成長には二種類あります。組織的成長と事業吸収を通じた成長です。組織的成長は、担当するチームによる良い接客と実績で伸びます。これは顧客の満足感と忠誠心を導き出し、増収につなげることができます。

There are two ways to drive this growth: organically and through acquisition. Organic growth is driven by good service and performance by the team in the field. This leads to customer satisfaction and loyalty, which in turn can lead to greater revenue.

On the acquisitions front, expanding your business' capabilities and offerings through acquisition is a fast way to accelerate your growth. However, taking this approach, which Park Place has done numerous times during the past few years, requires a fast integration. It's vital to quickly bring the service team you're acquiring into the culture of your organization so the same level of service can be maintained. The new team must be trained to understand the expectations at the outset of the relationship and given the necessary tools to succeed.

## LOOKING AHEAD

The new normal is unknown. Budgets are getting squeezed and new decisions are having to be made. It's critical to make sure your customers don't have to worry about risk or issues in their businesses.

As services providers assess their customer journey, it's imperative to identify the moments that matter most and what customers need, expect, and what the ideal experiences are for them. As we move forward through the pandemic and beyond, the companies with the closest personal touch on this front will be the ones that succeed in delivering a top customer experience.

事業吸収において、吸収を通して事業能力と提供物を拡張することが急成長への早道でしょう。しかしながら、パーク・プレイスという企業が過去数年間で幾度となくやってきたこの手法は、早急な統合を要します。吸収される側の接客チームを素早く組織の文化に取り込むことが必須です。そうすることで吸収前と同等の接客レベルを維持することができます。新たなチームには、当初の想定案を理解する研修を受けさせ、成功するための必要手段を与えるべきです。

## 将来を見据える

新しい日常は未知です。予算は絞られ、新たな決断が下されています。顧客に取引での危険性や問題を心配させない配慮をすることは必須です。

サービス提供者として客の行程を評価し、最優先させる事項、客の要求や期待、客にとって理想的な体験などを見極めることが肝心です。ウィルスの世界的流行の中を突き進み、超えていながら、この時期に最も親密な個人的接点を持つ企業は、上位の顧客体験を届け、成功していることでしょう。

## ABOUT THE AUTHOR

Nicola Buckley is Executive Vice President at Park Place Technologies.

<https://www.customerservicemanager.com/taking-your-customer-experience-to-the-next-level/>

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# CLASSES OFFERED

## クラスの概要

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## MICROSOFT COMPUTER BASED TRAINING

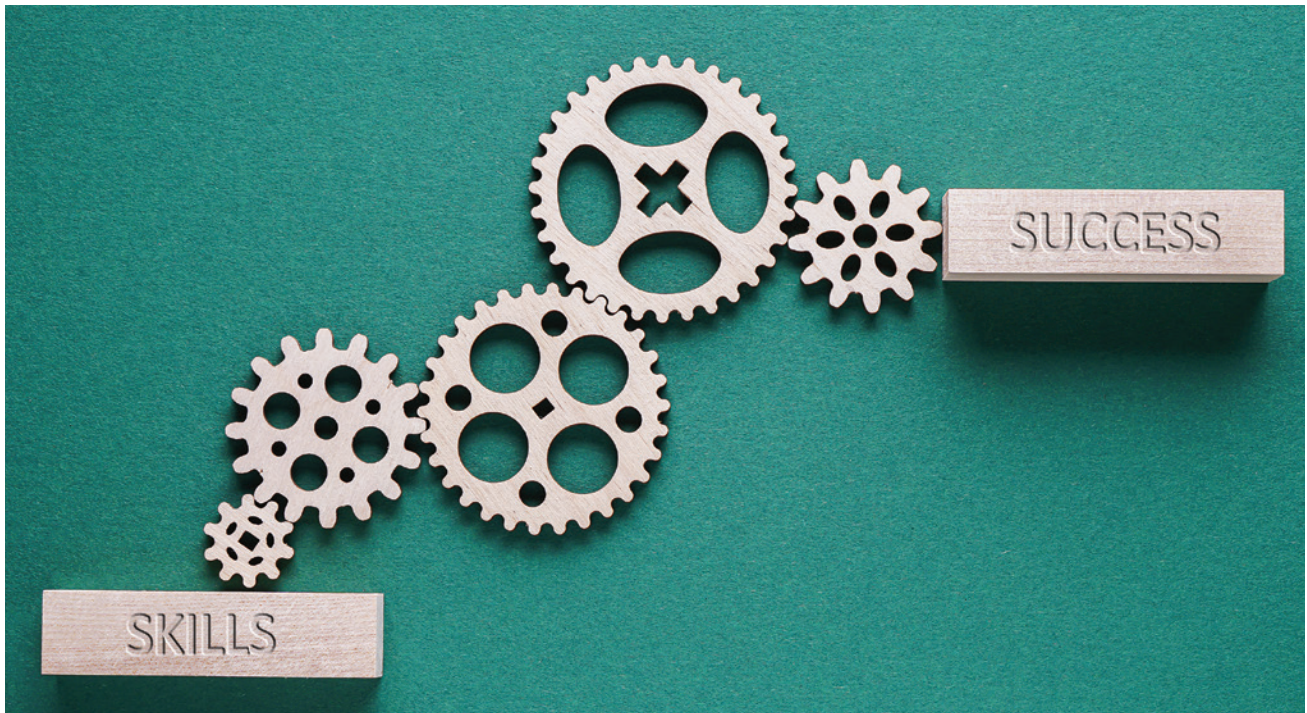


Integrated Microsoft software courses are offered in the FSS Training Institute computer room from 8am to 3pm via appointment. Microsoft Office 2016 and Windows 10 courses are self-paced, interactive, step-by-step simulation, ranging from beginner to advanced learning. FSOT also has Japanese versions of these programs available. This training is available to FSS personnel. To reserve a time slot call the FSS Training Institute staff at 225-8105 and follow up with an FSSTI Form 4 to [HYPERLINK "mailto:374fss.fsot.1@us.af.mil" 374fss.fsot.1@us.af.mil](mailto:374fss.fsot.1@us.af.mil)

マイクロソフトのソフトウェアの統合コースが、FSS訓練課で08:00から15:00まで提供されています。Office2016とWindows10のコースは、自分のペースで、段階定期に疑似体験ができ、初心者から上級者まで学習できます。日本語のソフトウェアも用意しております。この訓練はFSS（軍支援中隊）の従業員が対象です。予約は、225-8105までFSOTに電話をした後、FSSTIフォーム4を[HYPERLINK "mailto:374fss.fsot.1@us.af.mil" 374fss.fsot.1@us.af.mil](mailto:374fss.fsot.1@us.af.mil)までお送り下さい。

## CLASSES OFFERED

### クラスの概要



### INITIAL FSS TRAINING

(FOR FSS EMPLOYEES ONLY)

A mandatory orientation for new unit members that must be completed within their first 30 days within the organization. Course topics include information on safety, ethics, diversity, harassment, and customer service.

FSSに入職した従業員のオリエンテーションで、入職後30日以内に受ける必要があります。コースには、安全規則、倫理、多様性、嫌がらせ、接客などの情報が含まれます。

### FSS ANNUAL TRAINING

(FOR FSS EMPLOYEES ONLY)

A yearly refresher course mandatory for all FSS employees (military and civilian).

FSS従業員に義務付けられた年次講習です。軍人、民間人ともに必要条件を満たすため毎年受講する必要があります。

### COMPUTER BASED TRAINING

(FOR FSS EMPLOYEES ONLY)

Some of the courses offered are Total Force Awareness Training, Office, Windows, the Air Force Training Record, and the Services Management course. The Office courses are self-paced, interactive with step by step simulation.

Total Force Awareness Training, Office, Windows, サービス部管理コースなどが提供されます。Officeのコースは、自分のペースでできる相互的、段階的に疑似体験ができます。

### SERVSAFE FOOD HANDLER TRAINING

(IN ENGLISH AND JAPANESE – FOR FSS MEMBERS ONLY)

It is **MANDATORY** that all food service related workers in FSS be certified annually in the NRA ServSafe Food Handler program. This course teaches basic disciplines of food safety and gives the employees an overall understanding of their role in the food service safety program. Certification is valid for 3 years.

FSSで働く、食品に関わる全ての従業員は、NRA ServSafe Food Handlerの資格取得が義務付けられています。このコースで、食品安全の基本的な規則を学び、食品サービスプログラムに於ける自分の役割について、全体的な理解が出来るようになります。資格は3年間有効です。

### DRAM SHOP

(FOR FSS EMPLOYEES ONLY)

A **MANDATORY** course required annually for all FSS employees that sell or serve alcoholic beverages. Please reference AFI 34-219 for more information.

アルコール飲料の販売や取扱いをするFSS従業員全てに義務付けられた年次訓練です。詳しくは、AFI34-219を参照して下さい。

### ENGLISH CONVERSATION FOR HOTEL AND RESTAURANT STAFF

(IN JAPANESE)

Basic English (targeting LD/LPL 0~1) classes for employees working in hotel or restaurant environments. Attendees will learn basic vocabulary, phrases, and conversational expressions that are used in hotel and restaurant operations.

ホテル/レストラン従業員のための基礎英語（語学0～1を対象）のクラスです。基本的な語句や慣用句、ホテル/レストランの現場で使われているなど会話表現を学びます。

# CLASS SCHEDULE クラススケジュール

## APRIL 2021

\*Training for FSS employees only.  
\*第374軍支援中隊従業員のみのみ

MON	TUE	WED	THU	FRI
			1 MPF OUT-PROCESSING BRIEFS 10-11:30AM	2
5	6 SERVSAFE FOOD HANDLER TRAINING* (IN JPN) 9-11 a.m. DRAM SHOP* (IN JPN) 11 a.m.-12 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	7 FSS STAFF MEETING 9-10 a.m. SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 2-4:30 p.m.	8 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	9
12 INITIAL FSS TRAINING* 8 a.m.-12:30 p.m.	13 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	14 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 p.m.	15 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	16
19	20 SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 9-11:30 a.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	21 FSS STAFF MEETING 9-10 a.m.	22 FSS ANNUAL TRAINING (IN JPN) 9-11 a.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	23 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m.
26	27 FSS ANNUAL TRAINING* (IN ENG) 9-11 a.m.	28 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 p.m.	29 SERVSAFE FOOD HANDLER TRAINING* (IN JPN) 9-11 a.m. DRAM SHOP* (IN JPN) 11 a.m.-12 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	30

# CLASS SCHEDULE クラススケジュール

## MAY 2021

\*Training for FSS employees only.  
\*第374軍支援中隊従業員のみのみ

MON	TUE	WED	THU	FRI
3	4 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	5 FSS STAFF MEETING 9-10 a.m.	6 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	7
10 INITIAL FSS TRAINING* 8 a.m.-12:30 p.m.	11 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	12 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 p.m.	13 SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 9-11:30 a.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	14
17	18 FSS ANNUAL TRAINING* (IN JPN) 9-11 a.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	19 FSS STAFF MEETING 9-10 a.m.	20 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	21
24 SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 2-4:30 p.m.	25 SERVSAFE FOOD HANDLER TRAINING* (IN JPN) 9-11 a.m. DRAM SHOP* (IN JPN) 11 a.m.-12 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	26 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 p.m.	27 FSS ANNUAL TRAINING* (IN ENG) 9-11 a.m. MPF OUT-PROCESSING BRIEF 10-11:30 a.m.	28
31  HOLIDAY MEMORIAL DAY				

# CLASS SCHEDULE クラススケジュール

## JUNE 2021

\*Training for FSS employees only.  
\*第374軍支援中隊従業員のみのみ

MON	TUE	WED	THU	FRI
	1  FAMILY DAY	2 FSS STAFF MEETING 9-10 a.m.	3 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	4
7 SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 9-11:30 a.m.	8 SERVSAFE FOOD HANDLER TRAINING* (IN JPN) 9-11 a.m. DRAM SHOP* (IN JPN) 11 a.m.-12 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	9 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 p.m.	10 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	11
14	15 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	16 NEW EMPLOYEE CBT SESSION* 8 a.m.-4 p.m. FSS STAFF MEETING 9-10 a.m.	17 FSS ANNUAL TRAINING* (IN JPN) 9-11 a.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	18 SERVSAFE FOOD HANDLER TRAINING* (IN ENG) 9-11:30 a.m.
21 INITIAL FSS TRAINING* 8 a.m.-12:30 p.m.	22 SERVSAFE FOOD HANDLER TRAINING* (IN JPN) 9-11 a.m. DRAM SHOP* (IN JPN) 11 a.m.-12 p.m. MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	23 FSS STAFF MEETING 9-10 a.m. CSS TRAINING 3-4:30 Wp.m.	24 MPF OUT-PROCESSING BRIEFS 10-11:30 a.m.	25 QUARTERLY TRAINING MONITOR MEETING 10-11:30 a.m.
28	29 FSS ANNUAL TRAINING* (IN ENG) 9-11 a.m.	30 FSS STAFF MEETING 9-10 a.m.		

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# 2021

[APRIL / MAY / JUNE]

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## WHO'S ELIGIBLE? 受講資格

FSS Training Institute classes are open to all base employees and family members, unless otherwise noted, and are held in building 316, room 133A and 133B. Please submit an FSSTI Form 4 with your supervisor's (or sponsor's) signature to 374FSS.FSOT.1@us.af.mil at least five business days prior to class start date. For more details, please email us at 374fss.fsot.1@us.af.mil or call 225-8105/6.

特別に表記が無い限り、基地従業員と軍属全ての方に講習を受けていただくことができます。講習は建物番号316, 133A と133B号室で行われています。FSSTI フォーム4に上司の署名をもらい、講習開始日の5日前までに、第374 FSS訓練課まで提出(Eメール: 374fss.fsot.1@us.af.mil) して下さい。お問い合わせは、225-8105までお電話下さい。



### 374TH FORCE SUPPORT SQUADRON TRAINING INSTITUTE

RM. 142, BLDG. 316  
DSN 225-8105/8106

**HOURS OF OPERATION**  
MON-FRI • 8 A.M.-4 P.M.



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