



Using The Customer Experience To Fail Safe Your Operations

Presented by
Jenny Girard June 19th



SNOW & ICE SYMPOSIUM

Welcome!



- Implementation Specialist with BOSS by Integra
- Over 15 years in the Green & Snow industries
- Graduate student pursuing an MBA
- Focused on Operational Excellence & Leadership Development
- Passionate about education and helping others

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Agenda

What is Fail Safing & Why Is It Important?
Experience Exercise
Perceptions
Interactions
Application
Considerations
Take Aways

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What is Fail Safing?

For Your Safety During Fueling

FAILURE TO FOLLOW THESE WARNINGS COULD CAUSE SERIOUS INJURY OR DEATH

- No Smoking**
- Turn Off Engine**
- Fill portable Containers on the Ground**
It is unlawful and dangerous to put gasoline into unapproved containers. Never fill gasoline containers in or on vehicle. Static electricity can ignite gasoline vapors and cause a fire. Always put container on ground to fill and keep pump nozzle in contact with the container until finished filling.
- Discharge Your Static Electricity Before Fueling**
Before using pump, touch any metal on the car away from your vehicle's fuel filler with bare hand. This will discharge static electricity on your body. Failure to fully discharge may ignite gasoline vapors.
Do not re-enter your vehicle while gasoline is pumping. This can re-charge your body with static electricity. If you must re-enter your vehicle, discharge static electricity again before touching the pump nozzle.
If a Fire Starts, Do Not Remove Nozzle
Back away immediately and call attendant. If no attendant is on site, use the emergency shut-off button to stop pump.
- Never Allow Children to Use Pump**
Only persons of licensed age should use pump. Keep children away from pump area.
Do Not Leave Pump Unattended When Pumping
- Health Warnings:**
Harmful or fatal if swallowed. Long-term exposure to vapors has caused cancer in laboratory animals.
Avoid prolonged breathing of vapors.
Keep face away from nozzle and gas tank.
Keep away from eyes and skin.
Never siphon by mouth.
Failure to use caution may cause serious injury or illness.

WARNING TO AVOID SERIOUS PERSONAL INJURY	PELIGRO PARA EVITAR ACCIDENTES PERSONALES
 DO NOT Tamper, Bypass or Remove the Safety Cover or Safety Interlock DO NOT Operate With Safety Cover in Raised Position DO NOT Wear Gloves While Operating Machine ALWAYS Keep Hands Clear Of Blades and Moving Parts ALWAYS Turn Off Toggle Switch, Unplug Power Supply, and Remove Blade Assembly - BEFORE Cleaning, Servicing, or Attempting to Unjam.	 NO ALTERE. Cambie o Remueva la Cubierta de Seguridad o el Interruptor de Seguridad. NO OPERE el Equipo con la Cubierta de Seguridad Levantada. NO USE Guantes Mientras Este Operando la Maquina. SIEMPRE Mantenga las Manos Alejadas de las Cuchillas Y Piezas en Movimiento. SIEMPRE Apague el Equipo Desconectando el Interruptor Electrico, Desconectando Cable Electrico Y Removiendo la Cuchilla Antes de Limpiar Dar Servicio o Tratar de Destruir el Equipo.

WARNING
 Lower blade when vehicle is parked. Do not exceed GVWR or GAWR including blade and ballast.
CAUTION
 Read Owner's Manual before operating or servicing snowplow. Transport speed should not exceed 45 mph (72 km/h). Further reduce speed under adverse travel conditions. Plowing speed should not exceed 10 mph (16 km/h). See your sales outlet/Web site for specific vehicle application recommendations.

**DO NOT PASS
SNOWPLOWS
ON RIGHT**

DANGER

**KEEP HANDS
CLEAR**

**WHEN
EQUIPMENT
IS RUNNING**

DANGER

**WATCH OUT FOR
MOVING
EQUIPMENT**

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**STAY BACK
200 FEET**

WE ARE NOT RESPONSIBLE FOR BROKEN WINDSHIELDS



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What is Fail Safing?



Definition

Concept used in operations and service management to prevent mistakes from becoming service defects



Why

Ensures a consistent and reliable service experience for the client

Creates operational consistency and efficiency



How

Identify and map out potential points of failure

Implement procedures or safeguards to avoid or mitigate those failures



Experience Exercise **Question**

How did you get to the Symposium and this session?

Think of all the steps you took along the way....



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Interactions

Booking

- SIMA Tickets
- Plane Tickets
- Lodging

Airport

- Ride to Airport
- Check in
- TSA
- Terminal
- Gate
- Boarding
- Flight

Destination

- Ride to Lodging
- Hotel check In
- Lobby to Room
- Room Entry

Symposium

- Lodging to Symposium
- Check In
- Education Sessions
- Trade Show
- Experiences



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Interactions

Your **Customer Experience** encompasses of all your **Interactions** that are tied to the **Experience**

The overall **Value** of the experience is shaped and reshaped continuously by each individual **Interaction**

What Drives Value?

The answer is

Its All About The Perception

Value ultimately determines satisfaction

Satisfaction of the Experience is driven by how the client Perceived Value within these Interactions

This is where Fail Safing comes in!



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Client Perception

Interactions

What the client **See's, Hear, and Engage with**

Perceived Value

Perception of Value is a judgment of Interactions weighed against the clients Expectations Of Value

Why is it important?

Perception of value drives satisfaction more than the objective quality of the service



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Application

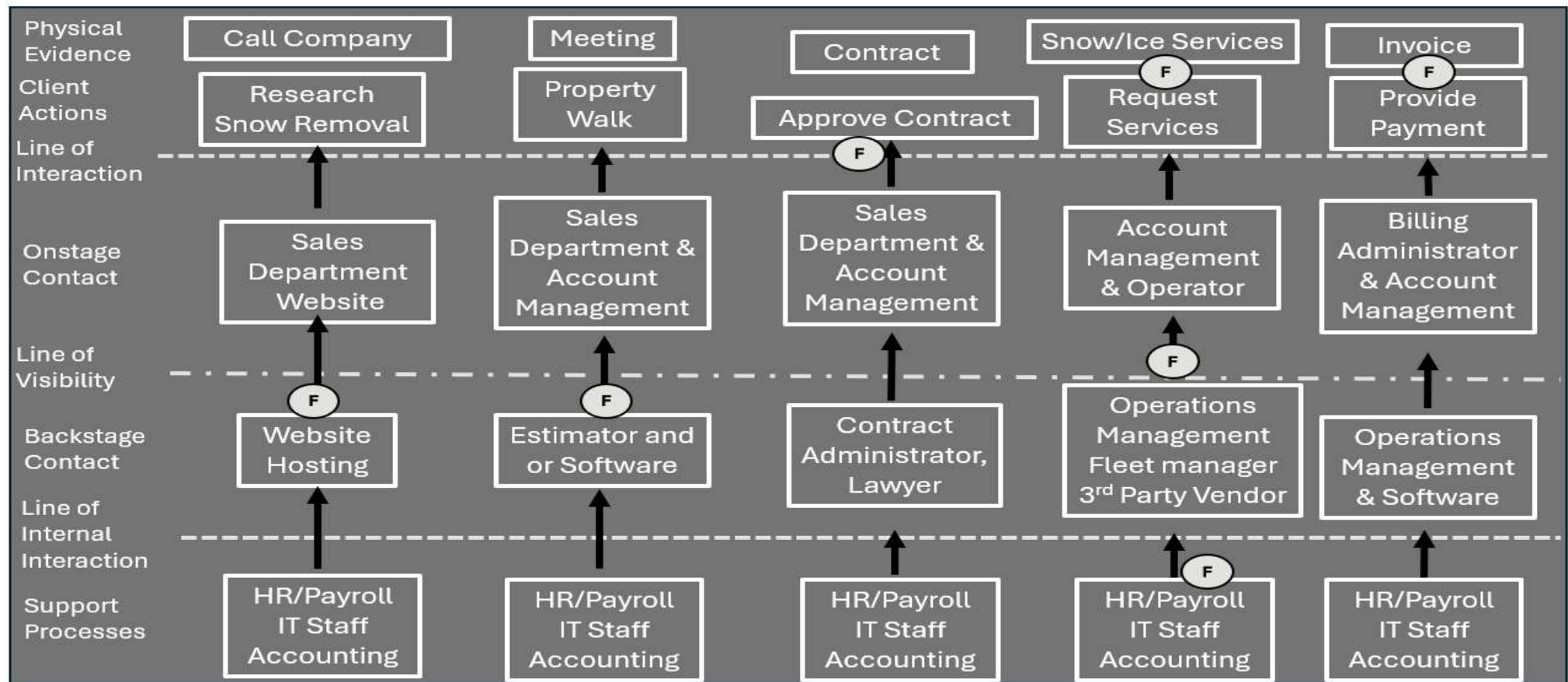
Take a moment and think of all
the different interactions a
client has with your company
within one season

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Service Blueprint





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Example – Sales

Evidence & Action

- Contract
- Signed Contract

Expectations

- Fulfills requirements
- In line with industry standards

Failure

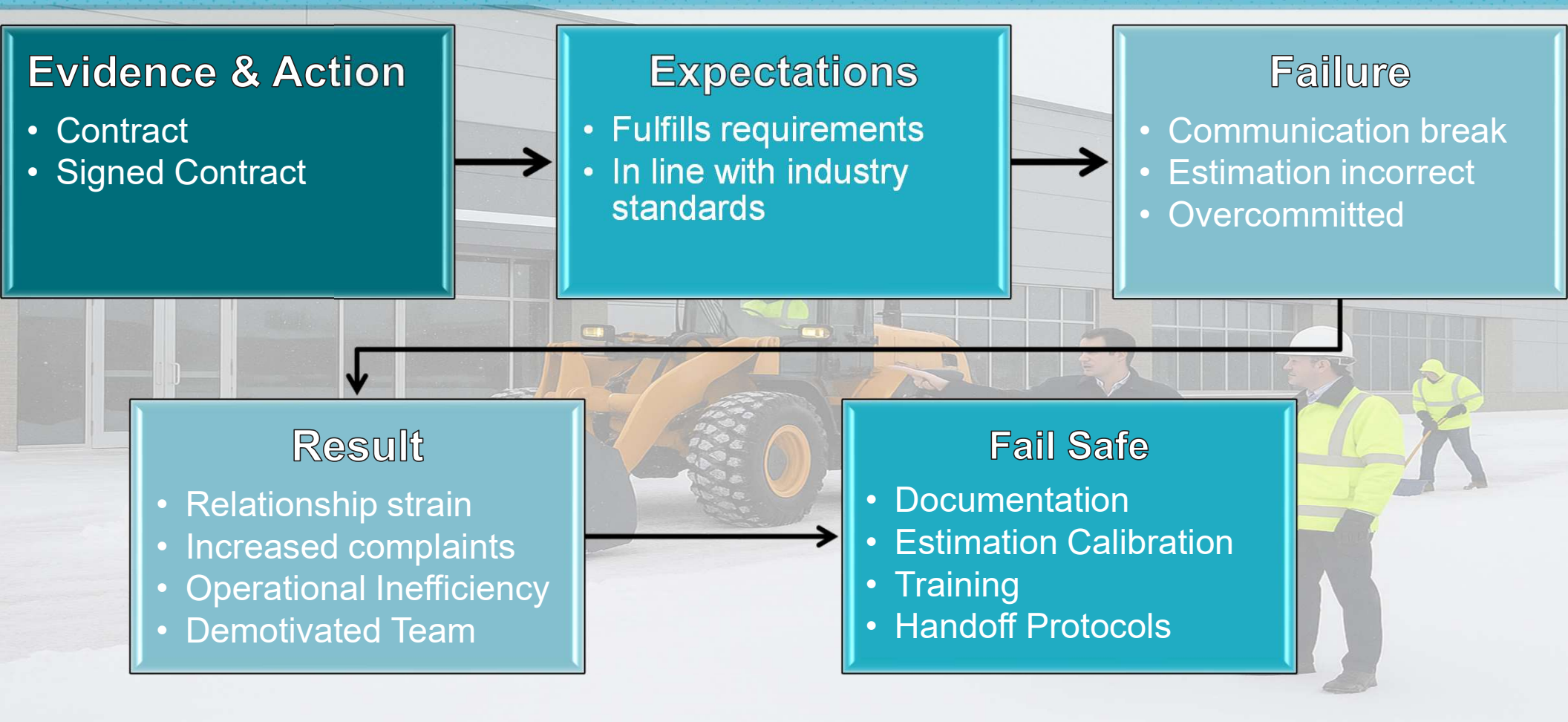
- Communication break
- Estimation incorrect
- Overcommitted

Result

- Relationship strain
- Increased complaints
- Operational Inefficiency
- Demotivated Team

Fail Safe

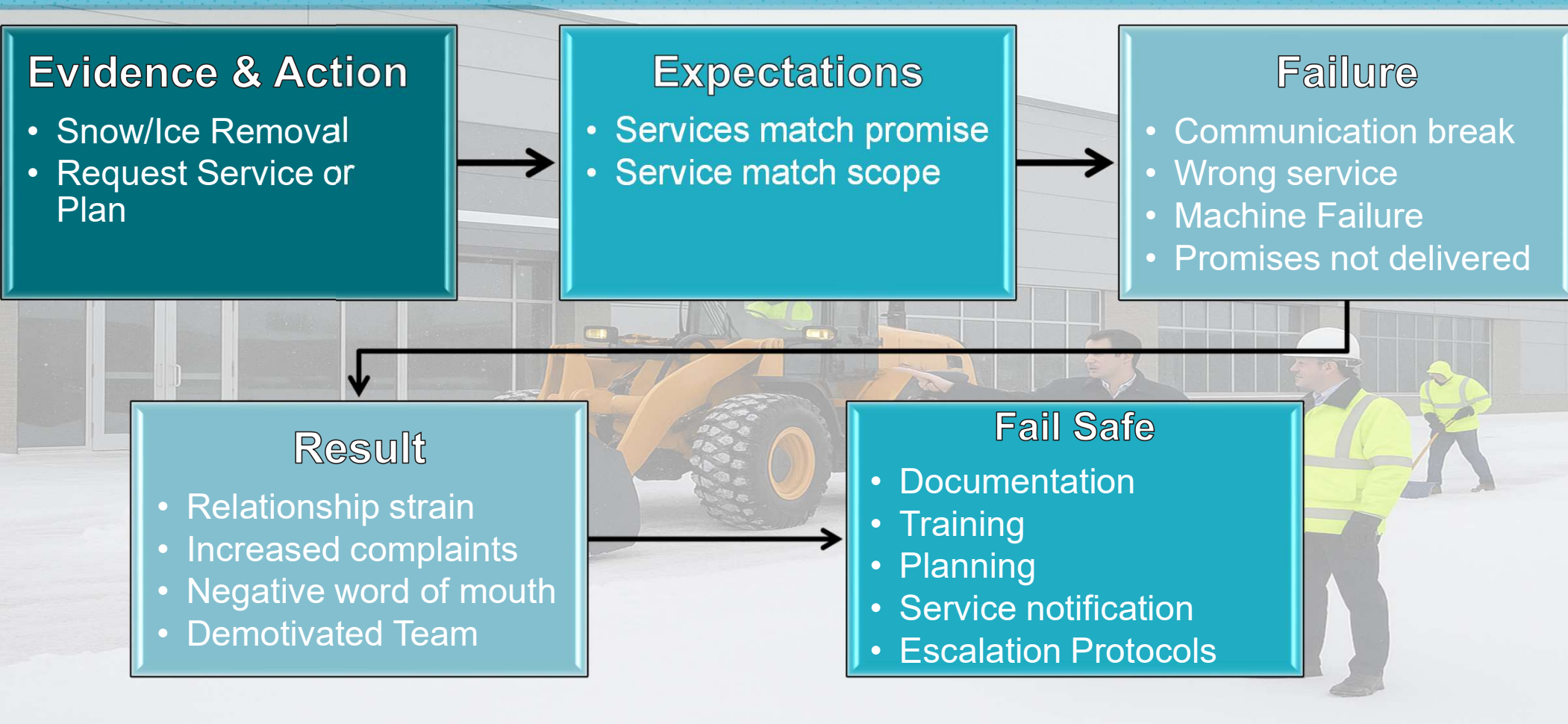
- Documentation
- Estimation Calibration
- Training
- Handoff Protocols





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Example – Service





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Example – Invoicing

Evidence & Action

- Client Receives T&M invoice
- Client Pays Invoice

Expectations

- Invoice will be accurate
- Invoice will be timely

Failure

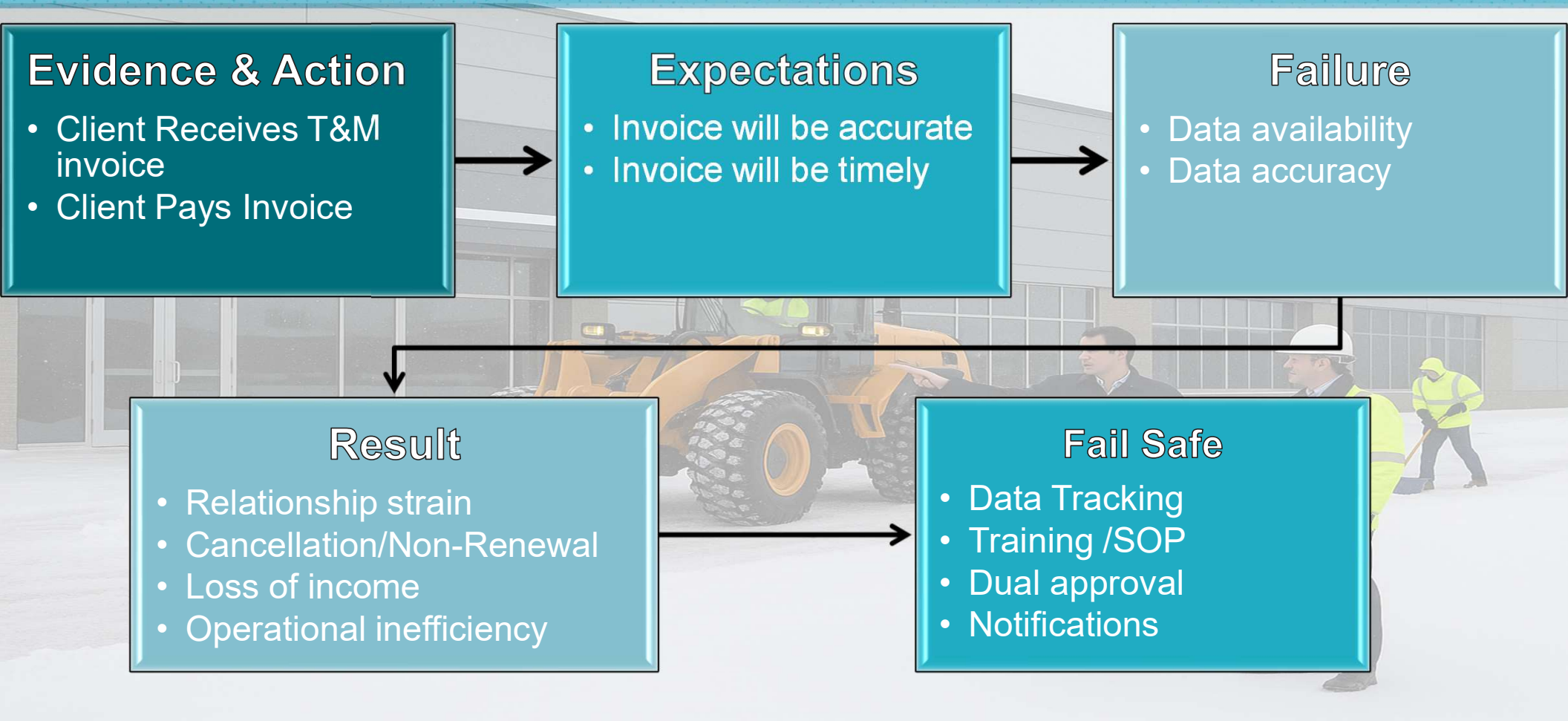
- Data availability
- Data accuracy

Result

- Relationship strain
- Cancellation/Non-Renewal
- Loss of income
- Operational inefficiency

Fail Safe

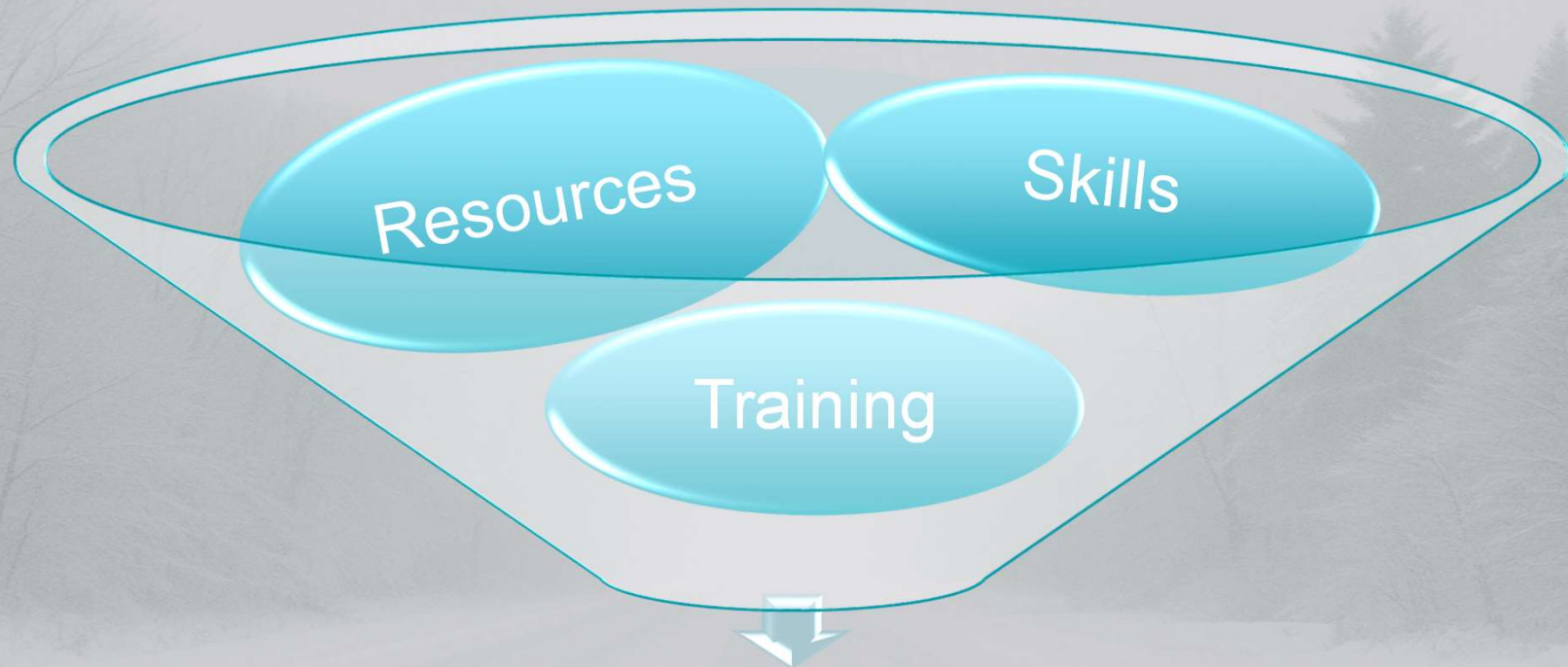
- Data Tracking
- Training /SOP
- Dual approval
- Notifications





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Considerations



Onstage & Backstage Operations

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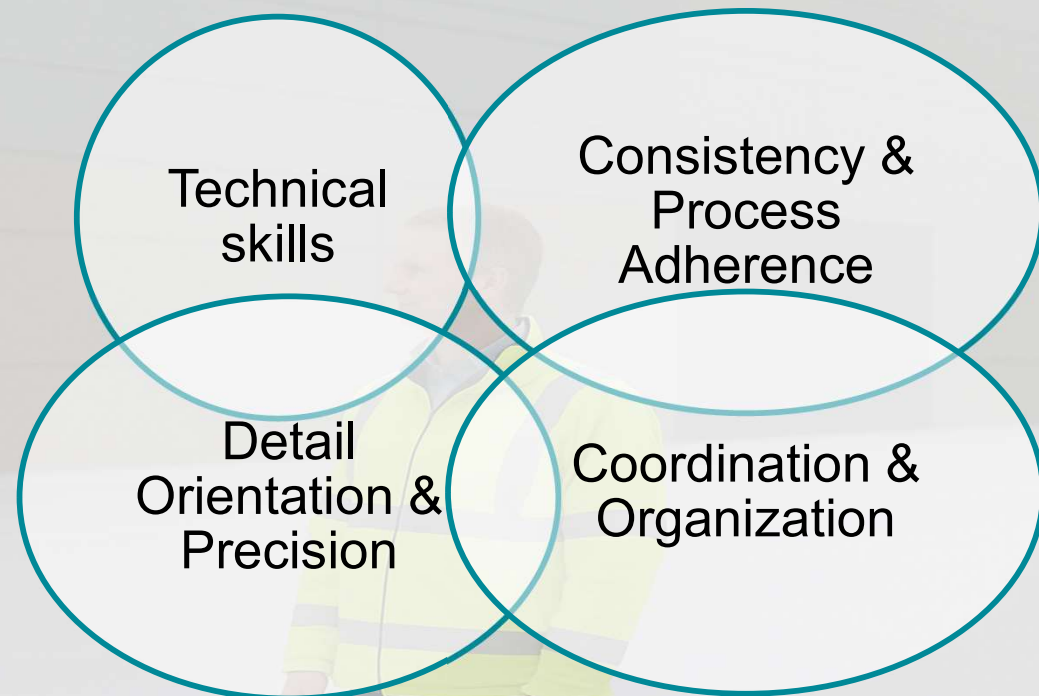
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Skills

Onstage Contact



Backstage Contact





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Resources



Who?

Who owns tracking data or managing resources?

Are they trained?

Is it easily accessible and stored in a safe location?



What?

What data or resource are required for a successful client experience?

What benchmarks & key metrics are needed to measure success?



Verify

Check for accuracy

Place safeguards

Set protocols

Create SOP



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Training

What Training?

Soft Skills Training

Review interactions with your team as well as those expectations

Review SOP, Protocols, Scope of Work, Site Walk, Sales Process/Promise

Giving The Why?

Does your team know the reason why client satisfaction so important?

Does your team understand how they all impact client satisfaction?

Does you team understand how client satisfaction affects them?



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Take Aways

Final Flurries

- Perception of value drives satisfaction more than objective quality of service
- Eliminate or mitigate potential failures by mapping out interactions
- Review Onstage Vs. Backstage operations
- Every role, process and resource could impact client satisfaction

SIMA 28TH ANNUAL SNOW & ICE SYMPOSIUM

Thank you for your
time and
remember to fill out
the survey!

Questions?



Contact Information

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