

# Leading the MARATE culture

Managing your team to support consistent service experience.



This workshop equips leaders, managers, and supervisors with the knowledge and tools to support their frontline teams in applying the MARATE Method to manage challenging customer behaviours.

Managers need sound strategies and a practical framework that supports their team's ability to perform under pressure.

The MARATE skills workshop delivers many methods and tools for individuals to manage these behaviours. Still, the real benefit is that leaders reinforce and support these strategies and form a consistent customer experience culture.

Understanding how to embed the skills through leading and building a framework will ultimately improve team performance and overall customer satisfaction.

This workshop helps leaders build on the core strategies and principles of the MARATE method and design a top-tier service team that consistently manages difficult customers with excellence.

## Designed for?

- » Organisations who are rolling out a MARATE workshop for their teams.
- » Anyone leading a team who has attended the MARATE Skills workshop and desires to develop a consistent de-escalation culture.
- » Leaders looking for strategies to support and take a service team to the next level in dealing with complex people management.
- » Who desire to implement the MARATE Method as a consistent strategy in their service delivery engagement. Applicable for leaders of face-to-face or call centre service teams.
- » Ideal Size: 6-15 participants.

## Key learning outcomes

- » Understanding the critical strategies for building consistent performance using the MARATE Method.
- » Identifying the steps to building a robust de-escalation culture.
- » How to reinforce and support all the MARATE techniques by creating a team benchmark in their individual skill disciplines and performance.
- » Developing an ongoing focus group strategy to work on skill application using context and additional incidents.
- » Lifting the team's capability of communication and feedback strategies to help them adapt to diverse customer dynamics.
- » Applying advanced conflict resolution techniques when incidents are escalated.
- » The leadership traits required to foster a culture of customer service excellence.



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