

The Soaring Eagle

To Our Highest Elevation

As part of our commitment to making sure we have open, honest two way communication and keeping you informed, we are introducing a monthly communication “The Soaring Eagle”.

We’ve talked a lot about *Building, Better Together* in 2018 and some of those changes have already started that fall under our *New Year Fresh Start Initiative*. (Updated Benefit packages, Innovation Room, Service America Fit Club, updates to the physical environment, and more to come!)

We have also begun to identify more ways to improve processes and become more efficient to better meet our customers' needs, which includes:

- System Upgrades & Enhancements
- Employee Promotion
- President’s Circle Transition

What does this mean?

• System Upgrades & Enhancements:

- We are working with our IT team and a consulting firm to evaluate all of our current systems’ functionalities to see where we can enhance efficiency with upgrades to the current platform
- We will be implementing **SalesForce** by January 1st to replace our current CRM and Agent Portal which will eliminate a system we use today
- The **Clearview** dashboard is undergoing a hierarchy structure change to be aligned with the customer’s journey. This upgrade will be in effect January 1st, and allow us to survey each stage of the customer’s interaction with Service America

• Employee Promotion:

- **Chaunda Nolley** has been promoted to an Implementation Manager reporting to Megan Williams. She will provide support in rolling out new processes and ensuring the correct information is being documented for Standard Operating Procedures and employee training.

• President’s Circle Transition:

- We will be transitioning the President’s Circle in the next few weeks and rebranding it as **Customer Care**
 - With this transition, we will be implementing a new process that will give us a more holistic view of the customer journey by centralizing the data we get through NPS scores and all customer feedback.
 - Supervisors and Managers will be handling escalated concerns, bringing us more visibility and accountability. This move will allow us to redeploy the current President’s Circle employees to other areas of our business where they are needed most.
- **Tracy Grant** will remain in Customer Service and report directly to Megan Williams. She will continue to help with building the customer experience and working with our outsource provider to understand the voice of the customer from all angles.

We are very excited for all of the upcoming events and even more excited to see what 2018 brings!



Building, Better, Together