

“Change the Status Quo”

A TED Talk/Conference Presentation

EXCERPT 1 (OPENING)

“Here’s to the crazy ones.

“The round pegs in the square holes.

“The ones who see things differently.

“They’re not fond of rules. And they have no respect for the status quo.

“And while some may see them as the crazy ones, we see genius.

“Because the people who are crazy enough to think they can change the world, are the ones who do.”

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I bet every person in this room recognizes these words from Apple’s 1997 advertising campaign, “Think different.”

A TV commercial helped Steve Jobs launch one of the greatest turnarounds in business history.

This commercial began by saluting a long line of revolutionaries – the “crazy ones” like Albert Einstein. Dr. Martin Luther King Jr. And Amelia Earhart.

People who changed the world.

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Think different. I believe that’s exactly what our industry needs to do – *think different* – about a universal challenge we all face, whether we’re a call center, contact center, order processing center or service center; customer experience team or customer service team; help desk or technical support group.

What is this so-called universal challenge we face?

You know it because you've complained about it. You've suffered through it. And you're still frustrated by it.

It's called **high turnover**. And it's everywhere!

No service center is really immune from the headache – and the heartache – of high turnover. Every day I talk to managers around the country, and here's what they say:

- “Three people quit even before they finished training.”
- “Jessie was a no-call, no-show. What do we do about that?”
- “Kevin's leaving for someplace else paying 50 cents more an hour.”
- “Josh seemed so great when we hired him. But boy, were we wrong.”

Hiring the wrong person is the root cause of high turnover. It causes us embarrassment. Frustration. Lots of time. And way too much money.

EXCERPT 2 (CLOSING)

We see it over and over again, every single day: The more screening you do, the more likely you are to hire right – and reduce turnover. And reducing turnover improves the customer experience.

So think different!

More training and more technology won't solve your turnover problem. But the right hiring will.

Can you imagine the possibilities for your service center if you changed your hiring process? If people were screened ahead of time so you only had to interview the very best candidates?

And if you hired right the first time, how would that change the customer experience? How many more customers *could* you retain? How much more revenue *could* you generate?

We can learn a lesson from Alfred Sloan, the former General Motors CEO, who once told management consultant Peter Drucker why he spent so much time on entry-level new hires.

Mr. Sloan said to Mr. Drucker: “If we didn’t spend four hours on placing (someone) and placing (them) right, we’d spend 400 hours on cleaning up our mistake and *that* time I wouldn’t have.”

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You have the power to change the status quo.

Steve Jobs did it in 1997 when he launched the famous turnaround of Apple.

He convinced us it was **good** to be a little crazy. To see things differently. Throw out the rules. And forget the status quo.

He convinced us that change is good because it pushes the human race forward.

I believe if we have any hope of moving our service centers forward – from *good* to *great* – we must change the way we hire our people.

Some might think it’s crazy. But others will see genius.

What will **you** see?

But more importantly – what will you *do*?

Will you think different?

Will you be someone crazy enough to change your world? ◀