



## SPECIAL INTEREST GROUP CHARTER

**SIG Name:** Business-to-Business (B2B) Customer Service Special Interest Group – Supervisors Forum

### Intended Participants

- **Companies:** Product manufacturers or distributors that sell to business customers (e.g., commercial/industrial end users, retailers, distributors, brokers or wholesalers) and that have a customer service organization dedicated to supporting business customers
- **Roles:** Those responsible for supervising frontline associates in customer service organizations primarily serving business customers (typical titles are Supervisor or Manager depending on the organization)

### SIG Goals

SIGs are forums for those with a similar level of responsibility for a specific business function or process (peers at other companies) to engage in in-depth discussion and benchmarking around particular facets of that function or process over the course of several sessions. SIGs fill the gap between UWEBC Peer Groups, which discuss a different topic at each meeting, and Member-to-Member Advising, where individual companies connect to share information on highly specialized, company-specific topics.

**The goals of the B2B Customer Service Special Interest Group – Supervisors Forum are:**

- To provide a forum for those in a frontline associate supervisory role in B2B customer service organizations to discuss topics of shared interest related to managing and optimizing the performance of their teams and enhancing their own supervisory practices
- To enable participants to glean leading practices to improve the efficiency and effectiveness of their customer service operations and supervisory approaches by learning about the strategies, practices and processes utilized by other supervisors and companies providing customer service in a B2B environment
- To foster participants' development of a network of B2B service supervisor peers at other UWEBC member companies

### Steering Committee

- Todd Ashcroft, Technical and Consumer Service Manager – Brunswick Corporation
- Tonya Mayer, Contact Center Supervisor – Kohler Co.
- Angie Rode, Customer Support Manager – ORBIS Corporation
- Greg Gavin, Customer Advocacy Manager -- Zendesk

### Number of Meetings, Frequency, Length and Location

- The SIG will meet quarterly through mid-2020. Additional sessions may be scheduled if there is continued interest from a critical mass of participants.
- Remaining 2019 meeting dates are: June 25, October 10 and December 5
- Meetings will be from 9:00am-3:00pm and will normally take place on the UW-Madison campus

### Topics Slated for Practice-Sharing Discussions

- Attracting and recruiting customer service associate candidates
- Interviewing and evaluating candidates
- Retaining associates
- Measuring and monitoring quality of work
- Using team and individual metrics and associated practices
- Coaching associate performance
- Improving associate engagement and morale
- Handling negativity and conflict among team members
- Balancing workload equitably among team members
- Customer self-service methods and practices
- Enhancing interaction and collaboration with other departments
- Inter-team and inter-company communication strategies and practices
- Introducing and managing change