



**CRITICLEYE**

The peer to peer Board Community



# Criticleye Guide to Outstanding Customer Service

# What makes an exceptional customer service experience at Criticaleye?

When considering exceptional customer service, it helps to think about our own favourite companies and brands, and what we love about how they relate to us as customers.

Perhaps staff are always welcoming and helpful no matter which branch or store you go into? Or there is a particular provider you prefer because they are easy to contact, quick to respond and

offer a multitude of ways for you to get an answer to your question? Or do you value a company because of the way it puts your needs and requirements first, stepping into your shoes in order to deliver maximum value?

This Criticaleye Code of Conduct identifies our customers' expectations and highlights the behaviours we all need to exhibit to be customer service heroes.





1.

I expect Criticleye to broaden my horizons and improve my abilities as a leader.



## Listen

By listening to our Members and asking questions, we are best placed to offer support and make the right introductions.



## Collaborate

Use the collective knowledge and expertise within the Criticleye team to find opportunities and introductions for Members so we can exceed their expectations.



## Have Confidence

We are the experts when it comes to knowing our Community and leadership development so don't be afraid to challenge and make recommendations – this is what our Members expect.





2.

I expect Criticaleye to appreciate how limited my time is.



### Be Accessible

Our Members have limited time, so we need to be available, respond promptly and ensure information about Criticaleye is easy to access.



### Build Relationships

Building and maintaining a positive dialogue with Members' support teams and assistants is an effective way of helping them get the most out of Criticaleye.



### Communicate Effectively

Members will start making Criticaleye a priority if every interaction with us has a positive outcome.





## 3.

I expect Criticaleye to see beyond my title and not be afraid to challenge me so I can develop.



### The Personal Touch

Really getting to know our Members is what makes Criticaleye unique. Details like knowing where they've been on holiday or when their birthday is demonstrates our ability to see them as individuals as well as leaders.



### Be Inspiring

Our Members may be at the top of their field, but they look to us for guidance and reference points. Think about the resources we have internally and challenge their thinking by sending an article or suggesting a connection which they might not have thought of.



### Make Introductions

A senior title does not automatically make someone brilliant at initiating conversations. If you see a Member on their own at an event, make an introduction on their behalf based on your knowledge of the Community.





4.

I expect Criticaleye to understand my issues and the environment in which I operate.



### Share Information

By working collaboratively, we can know each and every Member as intimately as possible. From the challenges they are facing in their roles, to personal issues which we might be able to support them with.



### Research

The key to understanding is getting as much detail as possible. Unless we have all the information, we won't be successful at helping Members develop and/or change.



### Demonstrate Understanding

Find opportunities to demonstrate your knowledge of Members' unique challenges (for example, when a Criticaleye article is published or video goes live).





## 5. I expect Criticaleye to support me at events and make the right introductions.



### Be Present

Events are a great opportunity for Criticaleye to demonstrate outstanding customer service. Talking to Members and other executives, helping them navigate the room and being present for the duration of the event including social elements are crucial.



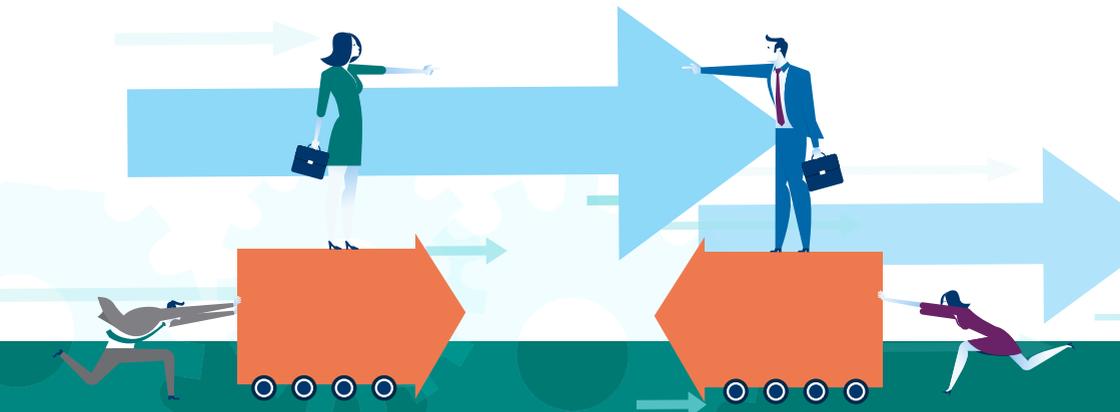
### Be Creative

Taking the initiative to make an impromptu, relevant introduction, or remembering to ask a Member about a specific and current challenge will enhance their event experience.



### Be Prepared

Members frequently comment on how much they value our events, and how seamlessly they work and deliver value. Behind the scenes a lot of information is collated, so come to events armed with the knowledge which will enable you to deliver the exceptional experience Members expect.





6.

I expect Criticleye to be credible and introduce me to new opportunities.



### Build Knowledge

Listening, asking for help within the Criticleye team and then translating your understanding of the Member's needs into actions will cement our credibility with individual Members and leadership teams.



### Build Trust

Every interaction with a Member should reinforce our position as an expert and inspire/excite the Member about the opportunities and individuals that we have access to.



### Demonstrate Quality

Criticleye has a wealth of outstanding content which positions us and our Community at the forefront of leadership development. Use it as often as possible to showcase credibility and help Members to address their challenges.



# What We Think



“At Criticaleye, the customer must be at the centre of everything we do. We’ve invested a lot of time and energy building a safe and open culture where our Members can share openly and learn from each other. Plus, by truly understanding the types of pressures our Members are under, and by delivering what they need and not always what they want, we are able to offer them a unique experience, one which has tangible impact on them and their organisations.”

Matthew Blagg, CEO



“Our ability to create both virtual and physical environments where Members feel comfortable enough to speak openly about often sensitive business issues is illustrative of our customer service at Criticaleye. By taking all the pressure and work away from them as attendees at our events, we free them up to engage fully and connect with the right people.”

Lucy Marks, Events Director

“As a Relationship Manager, great customer service is about building an extremely high level of trust so that Members, especially those who are new to Criticaleye, quickly understand that we offer an environment where they can be open and share. Without this it is difficult for executives to get the unique value that their Membership offers.”

Amy Francis, Relationship Director



“Criticaleye supports Members in firmly establishing your leadership credentials with our global Community of senior executives and board directors through opportunities to speak at our events and comment in articles.”

Holly Carmichael  
Head of Research & Market Development, APAC

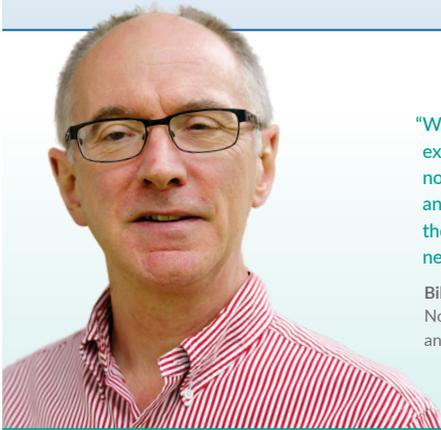
# What Our Board Mentors Think



“I am always struck by how credible and knowledgeable the team at Criticaleye is. The memory which exists amongst the team is phenomenal – I am constantly amazed by how its team manages to retain and recall such a depth of information about individuals, their background, what they have done and what challenges they are facing. This makes a significant difference when it comes to delivering the Criticaleye experience to Members and others.”

**Tea Colaianni**

Senior Independent Non-executive Director at SD Worx  
DWF Group plc, Watches of Switzerland  
and Criticaleye Board Mentor



“When it comes to customer service, the input and expertise of the Relationship Managers is second to none. Criticaleye has done a fantastic job at building and honing the skills and capabilities of this team so that they really understand and appreciate their Members’ needs, therefore provide a highly tailored experience.”

**Bill Payne**

Non-executive Director at Atento (NYSE) RoomRocket  
and Criticaleye Board Mentor

“Working with Criticaleye as a Board Mentor, I get to see how its team interacts and delivers a great service to Members. CEOs can feel quite isolated, Criticaleye understands how to initiate the right conversations and guide leaders to the right answers.”

**Mui Hoon Poh**

Board Member of Singapore Pools  
Sistic.com, SATA CommHealth  
and Criticaleye Board Mentor





# Trust is everything

And it's built upon relationships. So, let's get to know each other and explore how we can inspire you to succeed

## Inspiring Leaders to Succeed

### Our Values

**Respect:** an appreciation for diverse and varied views and experiences is crucial to high-performance leadership

**Collaboration:** working together to share knowledge and expertise is a defining characteristic of effective executive teams

**Challenge:** strategies and ideas need to be constructively challenged to reach the best outcome

**Trust:** leaders need to trust their colleagues and peers in order to work effectively and drive results

**Integrity:** we inspire leaders to succeed by providing a closed and confidential environment where Members can share openly

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