

The Business Impact of Legendary Customer Experience



Meet...



Titus Talent Strategies is in the recruitment industry and was created to turn the industry on its ear. Their goal was to create a great internal culture which would, in turn, create an external culture that puts people first.

...and their **Living CX Legend**



"If you focus on building the best company culture, everything else just works and you and your customers will be sure to win!"

Peter Hahm

Vice President

Titus Talent Strategies

Why and How Peter Helps Titus Talent Strategies Turn Customer Feedback Into Business Impact

“Since I head up our operations, my sole focus is on retaining clients and ensuring our partners receive a WOW experience,” Peter Hahm said. “We strive to hire servant-heart(ed) people who in return will have no problem WOW'ing our partners/customers on a consistent basis.”

He recommends that you keep customer experience at the forefront of your culture. “Have a customer experience strategy/sheet of standards that everyone knows about, train on it, remind your people (often), and tweak as needed.”

Peter helps Titus remain customer- focused by continuing to coach, train and mentor on providing exceptional customer experience. “In our world of recruiting, we can get thrown to the wayside quite a bit, but, if our people understand the value of providing exceptional customer experiences like Chic-Fil-A or Starbucks, and buy into it, the rest of the pieces will fall into play.”

Titus Talent Strategies also sends out unique gifts that are personal.

They work to always proactively and intentionally provide a WOW experience for their customers.

What is Titus Talent Strategies' Best Customer Hack?

“It's not a hack at all,” Peter said. “We see building, maintaining, and massaging relationships as critical.” It's all about relationships, relationships, relationships!

Customer WOW Moment

"We WOW our customers so much...(with) the servant-heart(ed) people we hire, that some of our employees go and work for our partners. We build such a strong partnership that, if it makes sense for both parties, our customer WOW becomes an internal WOW. As some of our customers are able to enjoy our people full time."

... and **AskNicely?**

"AskNicely fits well into our vision at Titus Talent Strategies as some of our employees' bonus plans are focused around their AskNicely NPS feedback," Peter said. "It's also important for us to get a quarterly pulse from our clients on how we're doing and the AskNicely platform allows us to gather this critical data as well as testimonials. So it's critical (the program) runs smoothly every quarter."

