

# How to Achieve an Exceptional Service for the Client (CS)

- **Increase Client satisfaction**
  - **Improve results**
- **Align and point the whole organization towards the Client**

## in 3 phases

You bring together, **either face-to-face or virtually**, a subset of the organization **which represents the whole system.**

In this meeting,  
the whole of the  
system which we  
want to mobilise **is  
aligned towards the  
objectives.**

**Each and every one of the participants** design how to contribute and come out having generated collective action.

All the **strengths** of the organization are aligned towards **the client.**

# TAKE OFF

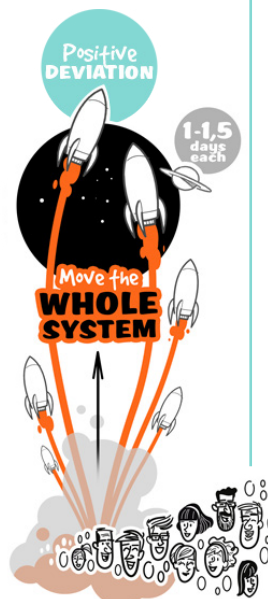


Through sessions,  
**we reach in a matter  
of weeks** everyone  
who is in contact  
with the client.

We inquire  
into what is  
**exceptional**  
for the clients  
and what is already  
happening.

## phase 2

# IMPULSES



We use  
**Positive Deviation.**

We bring out all the capacity that each person has to contribute. From these impulses arise **initiatives** that are put into effect **the next day**.

**phase**  
**3**

# DNA



We are successful  
in **keeping the  
initiatives and  
behaviour** within the  
organization.

We achieve this through the methodology called **Expansive Circle**, putting emphasis on that which is repeated: **the DNA**.

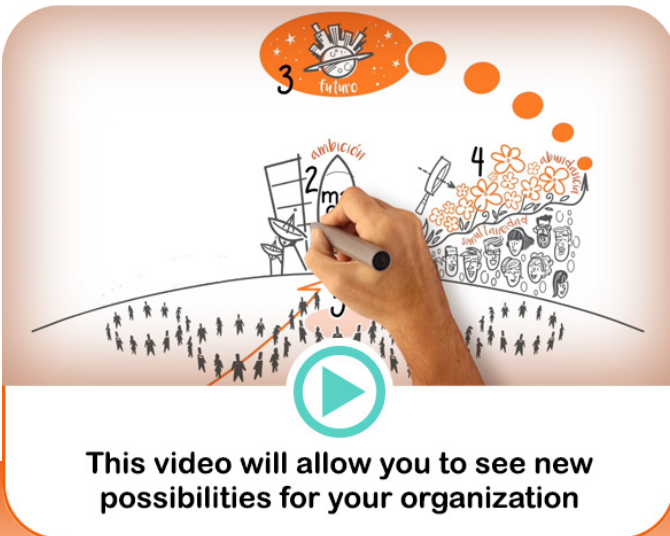
This guarantees  
that the learning is  
constant.

**The change** comes about in the direction of the objectives of customer service, **from the knowledge of the protagonists.**

# madavi

aligns strengths towards aspirations  
in the sense of opportunities

We act on culture and business at the same time



Our approach



What our clients tell us

## Why madavi?

### Because it is for everyone

We activate the energy and talent of everyone.

We give impulse and boost complete commercial teams, for example 600 persons in 6 weeks.

### Because it is fast

We act simultaneously and the collective action guarantees speed in achieving results.

### Because we use collective intelligence

We use the strengths of the whole system. Between all of us we know it all.

### Because it is versatile

We have the capacity of doing it online or face-to-face.

# Clients

## que have trusted in us



"The decision to bet on **Madavi** took me 30 seconds. It was a matter of connecting with Fernando and seeing how we could mobilise the whole organisation towards sales simultaneously with an unlimited ambition and no barriers. 'It is not worth betting for only a small gain.'"

**Nicolas Imeneuraet**  
COO | Schweppes Suntory Iberia



"At this moment the **Madavi** session with Fernando and Coe has been a breath of fresh air. I would like to highlight 2 aspects

- 1 You can work online in an agile and fun way. Indeed, the fact that it was online became an anecdote because the platform used was even more interactive than when we do dynamics in rooms or workshops.
- 2 The objective we sought was achieved: to align the whole organization to look for what is positive and multiply collective action. In the words of one participant: "a shot of energy!"

**David Nuñez Rodriguez**  
Regional Vice President | Salesforce



"The work carried out with **Madavi** has meant a change in the way of seeing things. Two changes of paradigm: abundance and simultaneity. And as a result of both of these, collective intelligence: 'between all of us we know it all'. Valuing what we all know is undoubtedly a third leg which has helped us to start changing and evolving towards that process of cultural transformation, which is not a process of one or two days but rather a process which will probably last several years."

**Jose Guillermo Diaz Montañés**  
CEO | Artiem Hotels



"**Madavi** is a Company different from the rest. The experience with **Madavi** is a transformation. We needed a Company with which by doing things differently we could achieve objectives in a different manner. And with **Madavi** we have achieved this. We are obtaining great results."

**Josu Madariaga**  
Director of Customer Experience Department | Eroski