
“Unlock your Potential”: ADP Canada and the Secret Behind Customer Service Success

By Samantha Mehra
fonolo.com/blog – Your Source for Customer Service News

To read the original, full-version of this article, visit: <https://fonolo.com/blog/2020/03/unlock-your-potential-adp-canada-and-the-secret-behind-customer-service-success/>

“How does ADP do customer service so well?”

Amar Sidhu leans in and chuckles, “That’s easy — we’re customer-obsessed.”

Sidhu, the Senior Vice President of Service Delivery at ADP Canada — and leader of over 1000 associates on a day-to-day basis — knows what he’s talking about.

I sat down in conversation with Sidhu at the tail-end of 2019, the year that his team took home the prestigious Customer Obsessed Award from the Customer Service Professionals Network (CSPN) annual conference.

Joined in this conversation was Jessica Cryer, CSPN’s VP of Business and Customer Service Strategy, and during it, we dug deep into how ADP Canada was able to achieve such a feat.

As the conversation unfolded, it became increasingly clear that the secret to a solid customer service program at a household name like ADP comes down to nurturing a positive culture: top-down, bottom-up, inside-out, from agent to leadership, and then on to the customer.

This is their story.

The Path to Leadership

Amar Sidhu has a rich history at ADP Canada, taking up leadership there in 2013, with three as the VP of Customer Care, and four years as Senior Vice President of Service Delivery under his belt.

But the roots of these leadership roles were grown outside of his current home base of Ontario, and rather in Vancouver; an SFU graduate, Sidhu still considers it his home base: “Home is where the heart is, so I’m still a Vancouverite at heart.”

His career kicked off with a campus hiring event out west, where he landed a job at RBC. There, he served as a regional sales manager before progressing to become Head of Outbound Contact Centres, a role he served in for five years before moving onto multiple leadership roles in that company. “RBC is where my customer experience, customer delivery, and service delivery expertise were nurtured,” he remembers.

These were significant roles at a big national brand that only someone with the skill to lead large memberships could handle. “I am really passionate about leading large diverse groups,” Sidhu says. “By ‘diverse,’ I mean anything from geography to gender, to age, to location — everything you could imagine. I love meeting large groups and love invoking change.”

“It doesn’t matter if you’re selling nuts and bolts, or you’re in the HR space, or in banking where I grew professionally — to me it’s about driving that customer experience to be better than anyone else and continually asking yourself how to exceed expectations.”

Sidhu attributes customer passion as the drive behind succeeding in more senior roles. Eventually, ADP called on him to join their ranks, and within one year they promoted him to manage the National segment, a responsibility he did not take lightly.

It was ADP’s culture and leadership that crystallized the pursuit of being ‘customer obsessed’ for Sidhu, forging the path towards a never-ending pursuit in bettering ADP’s customer service offerings. “Frankly, I would credit my drive to our CEO being so obsessed about investing in people — hiring the right people, retaining the right people, and having trust in the knowledge that the people will do amazing things for you and your company.”

But that’s not all he credits his successes to.

It doesn't matter if you're selling nuts and bolts or you're in banking — to me it's about driving that customer experience to be better than anyone else, says @amar_sidhu_TO

"I'll be honest: The number one contribution to my own success is the actual people I support. Everyone that I have the opportunity and privilege of leading and growing and developing are all doing amazing things driving a different level of customer experience which, in turn, helps me as well."

Sidhu's laser-focused approach to customer service and customer experience were also nurtured by managers in his professional past. While in Regina, he remembers one manager saying to him with conviction:

"Make it easier for the customer to do business with you and you'll always win." Yet another manager, this time from Scotiabank, offered this memorable thought: "If you make the right decision on the spot, the better the customer experience. You never go wrong with making the right decision for your customer."

Both are now mantras which Sidhu lives and works by.

About ADP

Designing better ways to work through cutting-edge products, premium services and exceptional experiences that enable people to reach their full potential. HR, Talent, Time Management, Benefits and Payroll. Informed by data and designed for people.

About CSPN

CSPN is a leading provider of employee-centric and CX training programs, consulting services, and networking opportunities, designed to empower organizations and harness the competitive advantage of delivering an exceptional customer experience.

About Fonolo

Fonolo, the industry leader in cloud-based call-back solutions, has revolutionized the way contact centers interact with customers through web, mobile, and voice. The company's patented call-back technology empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers who aim to enhance the customer experience. Visit fonolo.com to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.