

The Service Excellence Advantage

Gaining and Maintaining the Competitive Edge

Few organizations can flourish on product strength alone. When given a choice, such things as relationship, trust and service ultimately determine customer selection. Organizations that foster and maintain superiority in these areas, establish insurmountable competitive advantage.

Service Excellence is a corporate change initiative focussing on the customer. Using interactive, team based learning modules, the program focuses on engendering a culture that nurtures, supports and drives customer service excellence.

Focus

Service Excellence aids organizations in defining a service-based improvement process. Participants learn skills and develop the motivation to serve both internal and external customers in a spirit of cooperation, effectiveness and caring.

The power of the program comes from its design as a tool for every member of the organization — from the CEO to the front-line. By creating a common language and focus around the customer, operational alignment around service occurs: This common alignment drives measurable change.

Service Excellence provides an organization with the tools necessary to face the future with confidence and a strong customer focus.

Seminar Goals

- Provide a picture of what an ideal customer service organization looks like.
- Gain knowledge of the fundamentals of service excellence.
- Develop a common language for service excellence in your organization.
- Define the gap between your organization's actual service and the ideal picture.
- Determine what steps are necessary to close the gap between actual and ideal customer service. Identify and address service issues that emerge throughout the seminar.
- Identify other service issues for follow-up after the seminar.
- Develop plans for implementation of service excellence back in the workplace.
- Develop personal action plans.
- Develop a service commitment plan for your organization.

Overview

For use throughout an organization or autonomous business unit, the program has two distinct phases of implementation.

1. Management and supervisory personnel complete a two-day session. This leads to the development of key service approaches for the organization and prepares the leadership team to support the service training initiative and the changes that will stem from its implementation.

2. All front line personnel attend a one-day session, learning the techniques of service improvement in their front-line roles. Overall success can only be achieved through their efforts and with the support and participation of the entire organization.

Day 1 – What Does it Take to Provide Excellent Service?
(Similar for management and front-line personnel)

1. A Service Commitment
 - Understanding the Power of Service Stories
 - Creating a Service Excellence Reputation
2. Continuous Improvement
 - A Dedication to Constant Improvement
3. The Role of Recovery
 - Recovering From a Service Problem: The Chance to Shine
 - Implementing a Recovery Strategy

4. Listening
 - Acting on Feedback
 - Creating Outstanding “Moments of Truth”

Day 2
Creating a Leadership Climate That Supports Service Excellence
(Attended by management)

5. Management’s Role
 - Developing a New Role of Management
6. Defining the Playing Field
7. Authorized Autonomy
 - Enabling Flexibility and Opportunity for Solutions
 - Understanding the Autonomy Matrix
8. Measurement
 - Measuring Service Performance
 - Measuring Direct and Perceived Service
9. Celebration
 - Celebrating Sustained Performance
 - Catching People Doing Something Right