

Building a Culture of Superior Service

Overview:

Most organizations will say that customer service is important to them. They will identify it in their strategic plan as a key initiative, conduct training sessions and even change systems and processes to improve it. Yet, even with all this effort, the customer service most customers receive is less than exceptional to say the least.

This workshop will teach participants what will make the difference to truly inculcate superior service throughout their organization. Loyal customers can make a dramatic impact on your bottom line.

Focus Areas:

- Strategic approach that aligns the organization around one common vision
- Focused and structured to ensure consistency across all functions
- Tools to deliver added value to your current service levels
- Language and elements to create an ideal customer experience

OJI – On the Job Impact:

- An Everything Speaks checklist to ensure the physical environment sends the right message
- A Service Map to identify customer touch points and how to raise the bar on each
- Nine leadership actions to put in place to build a seamless experience for your customers

Who will benefit:

1. Senior leadership will be provided a specific plan for orchestrating a customer service improvement initiative and be given a template to ensure its execution.
2. Management/Supervisors will be provided specific tools and leadership actions to follow that will allow for consistency across the organization.
3. Small business owners who recognize that their competitive advantage is customer service, not price and don't know where to begin. This workshop will show them how to build a service culture for little financial cost.