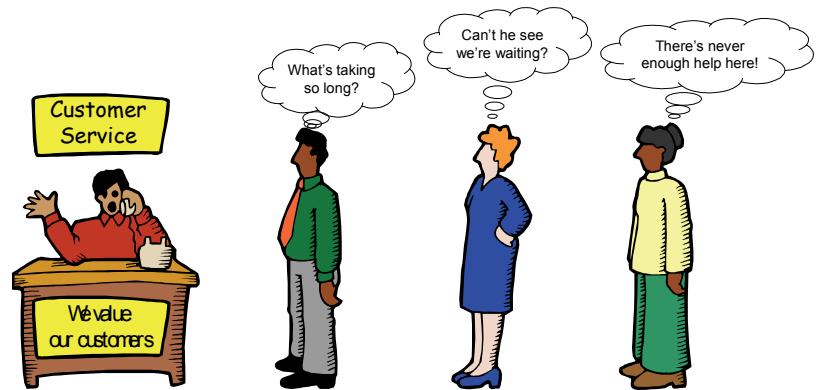


## Service Excellence

### Why this seminar?

Everyone needs to be concerned with customer service. Everyone. The consequences of inattentive service or an inappropriate comment whether in person or on the telephone can be severe. What is the difference between successful and unsuccessful organizations? Effective customer service.



*Service Excellence* is a 2-day, hands-on seminar designed to enhance an organization's ability to achieve and maintain superior customer service – a key aspect of success. The seminar teaches customer service providers how to assess and improve customer service on an on-going basis. It is training and education that works!

### What is the seminar like?

*Service Excellence* confronts the real world problems of service delivery. In a team-oriented, experiential learning environment, participants learn the foundations of customer service, how to gather and analyze customer data, and how to apply simplified theory and tools to achieve and maintain superior customer service. This practical, hands-on approach is a recognized advantage of *Service Excellence* over conventional training methods.

### What are the seminar's objectives?

Participants will learn:

- ✓ Methods for guide customer conversations.
- ✓ Techniques to diffuse customers who are upset.
- ✓ Ways to build rapport and create a positive customer experience.
- ✓ Key roles in customer service, as well as to dispel customer service myths.
- ✓ How to improve workplace performance through superior customer service.
- ✓ How to become better listeners, as well as how to help customers listen better.
- ✓ How to collect and analyze customer data, e.g., customer surveys and interviews.
- ✓ To identify levels of customer needs – expected, requested, and surprised service.
- ✓ How to apply key measures to monitor customer service, e.g., baseline and targets.
- ✓ Critical steps to analyze and resolve customer problems (within available resources).
- ✓ Key elements of a transaction and how to identify transaction problems/opportunities.

### How are the objectives achieved?

Once participants learn the key foundations of customer service, they engage in a simulation that causes dissatisfaction with service delivery. Participants then apply what they have learned to improve customer service, e.g., collect customer data, analyze results, focus on what is important, set meaningful baselines and targets, and much more.