

BUILDING A CULTURE OF SERVICE EXCELLENCE



OBJECTIVE

- To provide owners, managers and supervisors with best practice strategies and tools to create, implement, and sustain a culture of service excellence at their organization

WHO SHOULD ATTEND

- Owners
- Supervisors
- Managers

SESSION DETAILS

- One full day session
- Between 10-20 participants
- Interactive, multimedia format

BENEFITS TO BUSINESS

- Helps create a consistent service standard and culture within the organization
- Provides owners, managers and supervisors with tools to create a customer service vision, strategy and standards to support the organizations' desired customer experience

PROGRAM AT A GLANCE

Building a Culture of Service Excellence is designed to increase customer and employee satisfaction and retention. This workshop provides leaders with proven guidelines, processes, tools and knowledge to build a customer-centric organization and realize the tangible and intangible benefits of a culture of service excellence.

Introduction to "A Culture of Service Excellence"

Explore the components involved in building a culture of service excellence

Define the "Customer Experience"

Creating a Service Vision

Analyze various service visions, their associated values and effects

Discover the best practice guidelines for creating an effective or impactful service vision

Knowing Your Customer

Uncover and comprehend customer profiles

Identify your organization's priority customer segments and how to tailor your service to enhance the customer connection

Building the Customer Experience

Maximize moments of truth by mapping customer experiences

Develop detailed customer-centric service strategies and standards for your organization

Engaging Employees – The Key to Success

Understand the relationship between employee engagement, customer satisfaction and productivity

Discover best practice strategies to engage employees

Making it Stick–Sustaining a Culture of Service Excellence

Establish continuous customer connections

Measure and recognize success

Action Plan and Resources