

# Service Excellence

## COMPETE THROUGH SERVICE EXCELLENCE

### TARGET AUDIENCE

Service Providers, Customer Service Representatives, Office Managers, Internal Support Providers, Service Professionals, Service Leaders, Service Coaches, Service Teams.

### FORMAT AND LENGTH

Public Classroom  
One Day | 8:30am to 4:00pm

In nearly every industry and organization, the ability to compete through quality service is becoming critically important. The successful individuals, work teams, and organizations are those that develop sound service practices. They build strategies, systems, and skills to ensure customer satisfaction. They realize that service is not just an issue for those who interact with the customer. It is a business requirement for every group and individual in the entire organization.

The **SERVICE EXCELLENCE WORKSHOP** will provide participants with a roadmap for examining and improving the service they provide at the individual, workgroup, or organizational level.

### YOU WILL LEARN HOW TO:

1. Articulate a compelling service philosophy for your role, your team, and your organization.
2. Build strong service relationships with key stakeholders, both “upstream” and “downstream.”
3. Develop strong service interaction skills.
4. Recover effectively from service problems and mishaps.
5. Ask for and learn from the customer’s perspective.
6. Analyze and improve service systems.

### WORKSHOP AGENDA:

AM

- Welcome and Overview
- Service as a Competitive Weapon
- The Service Excellence Model
- Creating a Service Philosophy
- Managing Service Relationships
- Building Service Interaction Skills

PM

- Recovering from Service Mishaps
- Learning from Your Customer
- Improving Service Systems
- Practice and Application
- Ensuring Success After the Class
- Workshop Wrap-up

