



Service Excellence On Purpose

Purpose

Customers want what customers want. Service professionals are responsible for developing a satisfying service relationship - even when the customer's initial actions and communication are irrational and demanding. In an era of escalating expectations, how can your company develop a culture of customer satisfaction that lives up to each customer's definition of service excellence?

While this may seem like an unrealistic expectation, the best companies and service professionals learn how to manage their own expectations, frustration and defensiveness in order to focus on helping each customer get what they want.

When service providers learn how to satisfy demanding customers in a purposeful manner they establish a competitive advantage for their company and a sense of fulfillment for themselves.



Learning Objectives

Participants learn to:

1. Commit to a personal service purpose
2. Assess the service team's emotional condition
3. Assess the customer's emotional condition
4. Use empathic listening to establish credibility
5. Discover customer expectations
6. Apply company procedures
7. Explore satisfactory solutions
8. Sell the value of satisfaction
9. Ask for recommendations



Results

For Your Customers:

- An influential and powerful relationship with your company
- Excitement about shopping for, purchasing and using your products and services
- Recognized for doing business with a high quality provider
- Confidence that they will get what they want from you

For Participants:

- Less stress, especially in dealing with irrational demands
- Increased power and influence with demanding customers
- Higher service satisfaction ratings and recognition
- Logical, engaging method for serving stressed customers

For Your Company:

- Reduced cost of building and maintaining brand equity
- Increased revenue from repeat and value satisfaction sales
- Higher quality feedback on evolving customer expectations
- Less leadership effort spent on managing damaged customer relationships

Configurable Modules

1. Exploring the Purpose of Service
2. Choosing Your Emotions On Purpose
3. The Customer's World
4. Establishing Intent with Empathy
5. Exploring Expectation Gaps
6. Reconciling Company Procedures
7. Exploring Solution Opportunities
8. Selling Solutions to Increase Satisfaction
9. Ensuring Satisfaction

Common Participant Roles

- External Customer Service Professionals
- Customer Service Support
- Marketing Professionals
- Internal Service Consultants
- Sales Implementation Support

Details and Logistics

Like most offerings from Strategic Learning, Service Excellence On Purpose is designed for flexible delivery. Each module is from 1 to 3 hours in length. Modules can be delivered independently and in a variety of sequences. When delivered over two days, the first day focuses on establishing service intent and exploring expectation gaps. The second day focuses continuing exploring gaps, implementing a solution and ensuring satisfaction.

Depending on your objectives and short-term ROI expectations, a targeted learning event can be conducted in as little as two hours.

Since pulling more than 30% of the service team off the "floor" for more than a few hours is typically impossible, it is common to deliver customized learning solutions over four weeks in 4 hour segments. Contact us with your view of what would work best, and let one of our associates recommend a configured solution that accomplishes your objectives.

Why Strategic Learning?

For more than 20 years Strategic Learning has partnered with customers to create and implement performance improvement solutions that deliver on our customers' intended business results. Our learning solutions are informed by decades of research, and configured to the realities of each customer's experience. By blending our ability to engage people in discovering their potential with each customer's unique business insights, we accelerate profitable growth.

Please call us to explore how we might support you in your journey to discover human potential and accelerate profitable growth.