



LEADING EMPOWERED TEAMS FOR SERVICE QUALITY



WHO SHOULD ATTEND

- Leaders, managers and supervisors who want to master the skills critical to nurturing a service culture. Service champions who want to improve their coaching and reinforcement skills.

PURPOSE OF THE WORKSHOP

- Equips team leaders with the skills needed to establish purpose and direction.
- Builds passion and commitment.
- Teaches how to focus and energize their teams.
- Establishes clearer standards for quality and customer service.
- Builds strong commitment to meeting customer needs.
- Increases teamwork and collaboration toward shared service goals.
- Develops proven skills to problem solve and timely action on customer service issues.
- Learn techniques for continuous quality improvement in service delivery and teamwork.



WORKSHOP OBJECTIVES

- Provide exceptional service through exceptional management.
- Enable you to meet intellectual and emotional needs of customers.
- Define service standards and communicate to team.
- Provides techniques for providing feedback.
- Learn to recognize areas that create gaps between what they provide and what the customer expects.
- Learn the pathways of becoming more responsive and customer oriented.
- Empower employees to meet customer needs.
- Build trust and empower team members to anticipate and take action to solve customer problems.
- Provide support for team members who choose to be empowered.
- Build teamwork and collaboration.
- Learn how to positively deal with the barriers restricting teamwork.
- Master the tools and techniques to enable self-managing teams on their own work sites.
- Provides tools to focus and energize their teams.
- Learn to create pockets of service excellence within their own control.
- Coach team members to improve performance. Teach participants how to observe critical behavior. Catch employees doing something right and use this positive feedback to motivate employees to provide even better quality service.

INSTRUCTIONAL METHODS

- Teaches skills through interactive modules and emphasizing hands on experience.
- Activities, exercises, and learning examples that emotionally change attitudes and behaviors.

WHAT YOU WILL LEARN

- How to define customer service.
- Eight elements that are essential to good service.
- Identify gaps between actual and ideal service.
- Learn how to master service points and empower your people to anticipate and manage flash points.
- Identification of predictable service points.
- How to make employees “conscious competent.”
- How to record their “best manager” experiences.
- Summarizes seven principles of feedback.
- How to give positive feedback that is specific and creates a “mental consolidation” of what was done and why it was effective.
- How to give negative feedback in a way that gets the employee to cooperate in resolving the non-performance problem.
- How to develop a plan for giving feedback to specific employees and a log for tracking results of feedback meetings.
- How to use empowerment in a changing environment where rules don’t work.
- Empowerment obstacles and strategies - a technique for reinforcing an employee for taking an empowered action.
- Develop a strategy for empowering your people.
- Learn what works in your organization and what gets in the way.
- Learn how to immediately improve service in your organization.

REINFORCEMENT TOOLS

- *Achieving Excellence Through Customer Service* book (362 pages)
- Participant Guide (97 pages)



FEELINGS - MASTERING THE ART OF CUSTOMER SERVICE

WHO SHOULD ATTEND

- Service professionals, leaders, and champions that want to develop and enhance their service skills and attitudes.

PURPOSE OF THE WORKSHOP

- Achieves a positive transformation in employees.
- Increases awareness of customer needs.
- Builds spirit.
- Improves skills for dealing with customers.
- Increases employee self-worth.
- Improves communication and cooperation with employees.

WORKSHOP OBJECTIVES

- Increase sales and profits.
- Increase customer count and customer base.
- Increase repeat business and expenditure by customers.
- Increase positive word-of-mouth advertising.
- Reduce customer complaints.
- Build customer loyalty and employee teamwork.
- Reduce employee turnover.
- Improve attitude, morale, and communication of employees.
- Improve your image in the marketplace.
- Reinforce your customer service philosophy.

WHAT YOU WILL LEARN

- How customers decide where they'll do business.
- How body language conveys one's attitude.
- How to do their job better.
- How every person in the company is important.
- How to develop self-discipline and self-esteem.
- How to make the customer feel important.
- How to use the telephone more effectively.
- How to listen more effectively to customers.
- How to identify and satisfy customer expectations.
- How and when to make promises to customers.
- How to handle special problems, concerns, and complaints.
- Understand how attitudes are transmitted to others.
- Conduct a participants' inventory of present customer attitudes and practices.
- Develop familiarity with positive and negative communication in customer relationships.

- Learn how to examine our daily need for positive feedback.
- Learn how to test your grasp of positive and negative communication and how to spot it.
- Understand other forms of communication - Zero, Crooked, Plastic, and Hostile.
- Identify the consequences of communicating in a negative manner with customers.
- Learn why a positive self-image is essential to providing good quality service.
- Learn the “how-to” approach to communicate with customers.
- Practice vital telephone techniques.
- Master the art of listening to your customers.
- Learn how to ask good questions.
- Develop familiarity with the “how-to’s” of performing for customers and co-workers.
- Review ways of learning for the benefit of others.
- Know when to make promises.
- Avoid the danger of “too much knowledge.”
- Identify and overcome barriers to positive communication.
- Deal successfully with “problem” or “complaining” customers and co-workers.
- Understand the importance of service recovery and how to be empowered.

PARTICIPANT MATERIALS

- A thoughtfully planned 110-128 page workbook leads each employee participant through leading-edge concepts, skills, and practices of customer service excellence. Exercises throughout the book reinforce and assist in the learning experience.
- Quality Technique Card
- Certificate of Accomplishment
- Customer Service Performance Standard:
Excellent management tool to evaluate the behavior and performance standards of employees, provide feedback, coaching, and skill development.

TECHNOLOGY DESIGN

- **FEELINGS** is designed to be very FUN and **ENTERTAINING** in order to develop and hold each participant’s attention and interest in the program.
- **FEELINGS** is designed to focus on **BASICS** and **FUNDAMENTALS**. Front-line employees do not have the experience and expertise found in upper management. They need skills and techniques that they can use instantaneously to improve their level of performance.
- **INCLUDES PROFESSIONALLY** recorded video that illustrates every day experiences. Music and humor add to the emotional impact. Participant workbooks and materials are user-friendly and attractively packaged, all designed to work together with participants in the process.
- **EXPERIMENTAL LEARNING** allows for group participation and interaction, the most effective way of learning skills and changing behavior. **FEELINGS** builds teamwork and improved communication among all employees.
- The program focuses on **PERSONAL GROWTH DEVELOPMENT**. **FEELINGS** builds the self-worth, self-esteem, and skills of each employee. Graduates of the **FEELINGS** program **care more about their customers** and **more about their jobs**. You will see an immediate improvement in behavior and attitudes.



Shoppers, Inc.
 PO Box 2912, Broken Arrow, OK 74013-2912
 918-251-0154 800-259-8551 Fax 918-251-0606
 kathy@insightyoucanuse.com
 www.insightyoucanuse.com