SERVICE FIRST

VIDEOLIBRARY
Facilitator Guide

SERVICE
FIRST

Service Quality Institute
The Global Leader in Customer Service

Service Quality Institute clients who have purchased the **Service First Video Library** *have permission to copy and edit this facilitator guide.*

Service Quality Institute
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WELCOME

TO A CUSTOMER SERVICE EXPERIENCE

"SERVICE FIRST"

SERVICE FIRST is the Customer Service Training Video Library offered by Service Quality Institute – The Global Leader in Customer Service.

The key to total quality service is the orientation of all resources and people in a company working together to achieve customer satisfaction.

Service is a part of selling, warehousing, delivery, inventory, order selection, labor power, employee relations, adjustments, correspondence, billing, credit, finance and accounting, advertising, public relations, even maintenance and data processing. There is a service element in every activity performed by every employee which can ultimately have an impact on customer satisfaction.

A company is only as good as its employees. In today's competitive marketplace, there has never been a better time to enhance the service skills and job performance of all employees.

For more than two decades, Service Quality Institute has designed and produced video based customer service learning systems which have been successfully used by organizations around the world. Today, more than ever, companies both large and small seek cost effective and "easy to implement" quality service training for employees. In response to those needs, we are pleased to introduce the **Service First Video Library**.

The Service Quality Institute would appreciate any feedback you might have on the **Service First Video Library** and the discussion guides. Please forward such feedback to the address mentioned below.

Should you require any further information regarding Service Quality Institute and our Customer Service Training Programs please contact:

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Minneapolis, MN 55420

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PROGRAM DESIGN

The **Service First Video Library** is a video based learning system for use in many businesses. It teaches the skills needed to demonstrate Quality Customer Service at the front-line. *Service First* provides your employees the means to learn the basics of Customer Service:

- Teamwork development
- Positive communication
- How to handle irate customers
- Self-esteem skills
- Speaking
- Listening
- Keeping promises
- Performing
- Learning
- Handling difficult situations

Service First will help to improve morale and interpersonal communications and reduce complaints.

The video series includes 12 videos, 13-18 minutes in length. Sessions can be 15 minutes in length or expanded up to an hour or more by using the discussion guide and PowerPoint presentation which accompanies each video. Videos can be passed from department to department, offering each department manager total flexibility in scheduling their training sessions. The **Service First** series is ideal for training new employees and is also excellent for self-study. It is available in English, Spanish, and Hebrew. Soon it will be available in Portuguese and Korean.

This Video Series is suitable for inexperienced facilitators who have lots of enthusiasm, peer respect, and a belief in superior service. It is recommended that the sessions be facilitated in order to gain maximum learning.

A private Internet address (www.customer-service.com/SFVLRegistration) has been included for your convenience to make additional copies of the discussion guides and answer sheets. If you have not been given the registration address, please write, fax, e-mail, or call Service Quality Institute to get the confidential code, which is only available to clients. The typing was done in Microsoft Word 7. Please ensure that the copies are of good quality. Contact Service Quality Institute if you have any problems loading the software.
Phone (800) 548-0538 or (952) 884-3311.

TRAINING METHOD

The best method is to use the videotapes and the training sessions in pre-structured workshops.

All training sessions are identically designed:

1. Introduction
2. Playing the videotape
3. Discussion of main messages
4. PowerPoint Presentations (optional)
5. Incorporate information relative to the surroundings and organizational goals
6. Question/Answer

When necessary, employees may be also allowed to watch the tapes by themselves, with no facilitator. In this way, the videotape becomes an innovative tool for training. It is especially effective for organizations that recruit new employees frequently and in small numbers.

The order of topics is not binding. The kit may be used flexibly in line with the special needs of the group and organization.

Size of the Group

As stated above, **Service First** may be used for individual training, training of small groups and of the entire organization.

What You'll Need

- Training room
- Monitor and videotape player
- Copies of discussion guides
- PowerPoint projector and computer and screen or overhead projector and screen
- Copy of the answer sheets
- Optional: copies of Rules for Role Play and Observer's Checklist

Discussion guides to be used during the workshop are provided in this manual. The questions promote better assimilation of the skills and tools learned. It is advisable to prepare in advance copies of the guides for all participants.

The answer sheets are also provided at the end of this guide. They contain the answers for the questions asked. The proposed answers are based on the videotapes played during the sessions and provide the basis for facilitation. It is possible and desirable to expand the answers provided and find additional ones specifically suitable to organization and its daily life.

Suggestions for an expanded workshop and experiential learning, utilizing role-plays, are provided on the next few pages.
Enclosed is a very detailed leader guide to be used with a PowerPoint or overhead projector. It provides a step-by-step script for implementing *Service First* when you choose to use visuals to expand the impact.

If you choose to use overheads, you will need an overhead projector and screen. We encourage you to make copies of the overheads in color. The attention and retention will be higher.

PRACTICE ROLE PLAY

Practice role-plays can be used to emphasize the message being taught in the module. Role plays also allow participants the opportunity to practice the new technique(s) that is to be developed.

It is critical that the role play be as similar to reality as possible. Practice role-play situations can be developed:

1. Prior to the workshop ¾ Request that each participant submit a situation relative to the topic being learned, prior to class.
2. During the workshop ¾ Let the group decide on a situation during the workshop.
3. Leader driven ¾ As leader, prepare a specific scenario prior to class (this may be a hot button at your organization or something you'd like to address in detail).

Suggestions for Practice Role Play

Option A ¾ Directions:

Select two participants from the audience to "act" a specific situation. One acts as the *customer* and the other as the *service provider*. The *service provider* is to demonstrate the techniques and skills he/she has learned in the training session. The remaining participants act as observers. (Observation checklist is provided on page 10.)

Option B ¾ Directions:

In groups of three, choose who will play the role of the *customer*, the *service provider* and the *observer*. The *observer's* job is to pay attention to how well the employee is providing service and working toward a win/win situation with the customer. (Observation checklist is provided on page 10.)

RULES FOR PRACTICE ROLE PLAY

Play it Straight

Encourage the role players to talk to each other as if in actual conversation. They should not make comments to the observers or describe what they would say. They should just say it.

No Interruptions

The observers and other team members should remain silent during an actual session.

Right to Stop

No one is forced to continue in a role play situation. A player can simply stop at any time. The session leader can also stop a role play (for example, if it is going off track, or is complete). No one else has the right to call a halt. This is to prevent premature critique sessions before the players have a chance to accomplish their objective.

Right to Conference

However, any role player or team member (i.e. anyone except an observer) may call for a conference. The purpose of a conference is to help the role player (or team) accomplish the objective.

Self-evaluation First

It is absolutely essential that the role players have the first opportunity to comment on their own performance. It is much more effective and desirable to acknowledge our own flaws than to hear about them from others.

Good News First

Every critique, even of oneself, should begin with what went well and proceed to "suggestions for improvement." In your role as facilitator, be sure there is always some good news and encouragement in every critique.

OBSERVER'S ROLE

Using the observation note area below, record your observations during the role play. Be on the lookout for:

- Use of quality service techniques
- How well the employee is listening to what is being said
- What tone of voice and body language the employee is using
- Use of closed or open-ended questions at appropriate time
- How the employee showed empathy to the customer's situation
- How professional and knowledgeable the employee was at solving the problem
- Reaction to the problem…taking personal responsibility and not taking it personally

Observation Notes:

_____

_____

_____

_____

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Be positive in giving feedback.
Acknowledge what went well, and offer suggestions
for ways that the service provider might have been more effective.

PREPARING FOR THE WORKSHOP

Below is a summary of steps to follow for planning the effective implementation of **Service First**.

❑ Announce the workshop in written form with specific dates, time and place. Hand deliver the invitations if possible. A sample invitation is included in the appendix on page 125.

❑ Select a meeting room where the group will be comfortable and free from interruptions.

❑ Study the facilitator guide, video, and discussion guides prior to each session. As you review your facilitator guide, you should:
  ➢ Read it before making any notes
  ➢ Make your own notes on the facilitator guide itself
  ➢ Use different colored pens or markers to highlight key points and transitions

❑ Secure a PowerPoint projector with computer or overhead project and screen or a flip chart easel with markers for use during the workshop.

❑ Have paper, pens, or pencils on hand for participants.

❑ Make sure you have enough discussion guides for everyone in attendance.

❑ Prepare evaluation forms that can be used at the end of each session or at the end of the twelfth session. This can be found in the appendix on page 126.

❑ Prepare Certificates of Accomplishment (appendix, page 128) prior to the twelfth session for distribution at the end of video twelve.

PowerPoint Presentations

You can make color or black and white overheads of the PowerPoint slides. Color is better. You can also use these with a PowerPoint projector and computer.

PowerPoint allows you to customize these slides to your organization. You can add your organization's name. You can personalize the questions to your organization. Questions can be added.

The enclosed PowerPoint slides are designed to help you use another visual to maintain the attention and enthusiasm of **Service First** participants.

The use of these visuals is optional. It will visually reinforce the concepts and skills you are teaching. Because of the location you are using to show the video and number of participants, the use of these visuals will not always be realistic.

SEATING SUGGESTIONS

Make certain that you have all of the course materials that are required for the session and enough for all of the participants.

The room in which training is conducted and how it is arranged has a significant impact in creating an atmosphere conducive to group learning. **Service First** should be conducted in a comfortable, well-ventilated room large enough to allow participants to stretch out a bit. Tables should be arranged to encourage participation and group discussion.

Audience of 3-7 participants

Audience of 8-15 participants

Audience of 16-30 participants

Audience Size

❑ 5-10 participants is ideal for new facilitators
❑ 8-15 participants is the optimum size
❑ 16-30 participants is fine but requires experienced facilitators

Locate and test the audio-visual equipment that you will be using prior to each session. (If the equipment doesn't work right, the session has little value.) Also, be sure you know how to operate the equipment and who to contact if you experience technical problems.

❑ TV monitors should be set 4 feet high.

❑ We encourage you to use PowerPoint or overheads for the sessions. Studies have show retention increases from 10 percent to 15 percent when visuals are added.

➢ The distance of the audience from the screen should be no more than 6 times the width of the projected image. For example, if your image is 4 feet wide, the audience should be within 24 feet of the screen.
➢ Make sure screen is high enough. Bottom should be at least 3 feet above the floor.

USE OF THE FACILITATOR GUIDE

This facilitator guide is a complete reference for conducting **Service First**. Ease of implementation is assured through the following format features:

❑ Scripting for each session is provided for you and is identified by passages of bold type.

❑ Answers, learning points, and directions are enclosed by parentheses and appear directly below the script/text. These examples are provided to lead the participants in the proposed direction only if they cannot generate ideas on their own. The facilitator guide also contains directions for a variety of exercises.

❑ Graphic symbols will flag activities. Key symbols will be found in the left-hand margin of the facilitator guide. These can be used as a visual reference. Key symbols are as follows:

POWERPOINT VIDEO INDIVIDUAL EXERCISE PAIRS EXERCISE GROUP ACTIVITY

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