



The Service Advantage™

Creating Exceptional Customer Experiences

The Human Side of Service™

Background: The Customer *Experience* is What Counts

No matter what services you provide, the customer experience is defined and differentiated by the front line employees who deliver those services. As companies achieve competitive parity with respect to technology, pricing and quality, customer loyalty becomes even more dependent upon the human dimension embedded in the overall customer experience.

Creating exceptional customer experiences requires a focused effort by each company employee. To be successful in this endeavor, it must be treated as a core business strategy and the focus, attention, and measurement can be no less than what is applied to other core business strategies. The customer experience must have the same degree of attention paid to it as profit, budget, or sales objectives.

Current research clearly reveals that customer loyalty and referrals are critical to the growth of a business. Impact Achievement Group™ guides you through *The Service Advantage™ - Creating Exceptional Customer Experiences™* workshop series to embed *The Human Side of Service™* principles into the performance practices of your organization.

Workshop Process

The *Creating Exceptional Customer Experiences™* workshops present a proven framework for dramatically improving your customer's experience with your organization. The program uses case studies, stories, and examples, together with the latest customer research and customer business tactics, to explore the best ways to treat customers. Through dialogue and exercises, participants will gain a better understanding of serving customers. Plus, they will benefit from the opportunity to share ideas and difficulties in their attempts to earn customer loyalty for their organization. By attending these programs together, employees and their managers and supervisors will share a common philosophy, common language, and common approach regarding taking care of customers.

Workshop Overview

Each employee and manager learns to appreciate the value to the organization and themselves, of serving customers. Concepts and tactics contributing to meeting customers' service expectations reliably are learned along with the importance of personal application and cooperation with co-workers in delivering exceptional customer experiences. *While frontline workers and managers have the capability, they often lack the knowledge, perspective, proper attitude and framework for providing exceptional service performance.*

Companies that have achieved success and an advantage through their customer business practices do things differently—depending on their industry, target customers, and marketplace niche. However, these different approaches can be categorized into four basic principles that serve as the foundation for superior customer experience offerings.

Workshop I – 1 Day

The Service Advantage™: Creating Exceptional Customer Experiences

Participants: All employees/All managers

- **Principle 1: Brilliant at the Basics**

Operational Excellence—deliver on the basic promises.

- ✓ Flawless execution of the basic business processes that affect the customer.
- ✓ Failure to give the customer what routinely meets their basic expectations undermines all other customer experience factors.
- ✓ Added value has no meaning when the basic value is not present.

- **Principle 2: Be the Customer**

Think through the decisions, actions and choices in your job from the customer's point of view. A complete understanding of how the customer is impacted by:

- ✓ Personal action
- ✓ Company policies
- ✓ Present processes
- ✓ Mistakes/errors

- **Principle 3: Under Promise—Over Deliver**

Projections, promises, contracts, commitments—to customer and internal that ensures promised delivery.

- ✓ An understanding of capability of various departments to ensure customer expectations are met.
- ✓ Design of processes and policies to ensure commitments and marketing/sales promises can be met.

- **Principle 4: Remarkable Recovery**

Quick, reliable, and positive follow-through on complaints and mistakes.

- ✓ Seeing recovery efforts as marketing/selling activities to existing customers.
- ✓ Acting on mistakes and errors with a high degree of urgency and importance.
- ✓ Ensuring operational excellence to reduce the amount of errors and mistakes—keeping the recovery activities to a minimum.

The Service Advantage™: Creating Exceptional Customer Experiences

Theme of the content:

Learning Points

- ✓ Value of the customer (lifetime)
- ✓ Brilliant at the basics
- ✓ Be the customer (customer's perception of overall value)
- ✓ Under promise/over deliver (managing customer expectations)
- ✓ Remarkable recovery
- ✓ "Selling" the customer experience skill building
- ✓ Leveraging "easy to do business with"

Take-aways

- ✓ Everyone's eye on the customer
- ✓ Selling the experience
- ✓ Personal responsibility for the business experience driven by company core values
- ✓ Avoiding tunnel vision (internal cooperation/communication)

Workshop Activity

- ✓ Selling Sand – Value Points
- ✓ Lifetime Value of Customer

Workshop II – 1/2 Day

The Service Advantage™: Managing Service Performance

Participants: Supervisors/Managers

Background: Service Performance is a Management Issue!

Today, the role of *human performance* in creating customer loyalty for companies is of paramount concern. It is in the area of human performance where the highest degree of leverage occurs for gaining a competitive advantage in the marketplace. Listen to customer complaints and to the voices of employee dissatisfaction... hear the mantra of dissatisfaction with the quality of employee ability, motivation, and concern. Human performance is growing as a recognized and critical '*product*' of any organization. Any performance system is in jeopardy when the competencies to perform well within the system are missing. And make no mistake... this is a management issue!

Current research clearly reveals that customer loyalty and referrals are critical to the growth of a business. Impact Achievement Group™ guides you through *The Service Advantage™* program *Managing Service Performance™* workshop to embed *The Human Side of Service™* principles into the performance practices of your organization.

Workshop Overview

Each manager and supervisor learns the unique performance management competencies to enable the service process to include the human dimension. Managers learn to listen to the 'voice' of your customers, identify and remove barriers to satisfying customers, and motivate, assess and recognize appropriate human behavior in reliably meeting customer expectations. *As important as service quality is to business and personal success, many leaders do not understand their role and the critical importance in integrating the human touch in service performance.*

Workshop Process

Through stories, cases studies, and activities, participants learn to manage customer expectations, create ways to uncover customer information, create scorecards, embed service measurements, examine the work process to ensure alignment with sought after results, identify ways to make recovery strategic, provide the necessary flexibility to employees to meet customer expectations, and manage consequences appropriately to enable the service process to include the human dimension.

Reinforcement Tools

ShortCuts™ - Managing Service Performance™

The *ShortCuts™* sessions are designed as follow-up reinforcement for “*The Service Advantage™: Creating Exceptional Customer Experiences*” workshops. The *ShortCuts™* sessions are created to allow on-site managers/leads to conduct topical discussions with their employees about various concepts of service performance and implement applicable ideas into their daily operations.

The transference of key learning points from the training event to real world application has long been a concern for senior management. Two reasons stand out as issues why transference doesn't take.

1. Accountability on managers and employees for doing things differently (concepts learned in the training)
2. Lack of follow up reinforcement for ideas and concepts covered in the training.

While changes in the accountability structure of a company cannot be addressed solely by an outside agent, the follow up reinforcement can be created to facilitate taking ideas from the workshop sessions to the job.

The *ShortCuts™* sessions are approximately 20 minutes in length and designed to be covered in the context of employee meetings. The sessions are manager-led and structured to allow managers and employees to create and implement new service performance ideas for their specific environment. The sessions are supported by:

- Manager's Guide
- Master for employee/workgroup handouts
- Short video “case study” segment

There are *ShortCuts™* sessions for all the sub-modules of the Service Advantage™ program. Addressing your needs, we will customize sessions for you.

Business Results

While experiencing *The Service Advantage™* program, participants acquire the skill sets and concepts that have a positive influence on customer loyalty and thereby the ability to improve the bottom line... the profitability of the organization.