

The Service Advantage™ ... The Human Side of Service "Managing Service Performance"

OVERVIEW - THE CORE

Twenty percent of customers report abandoning informational or transactional interaction attempts with a company and going to a competitor to purchase a product or service due to a less than satisfactory customer experience. At this level of abandonment, the revenue achievement of your company is only 80% of its potential yielding a 25% improvement potential in sales by improving the service performance among your frontline workforce and leadership given the parity in technology and systems among your competitors.

Service Performance is a Management Issue!

Today, the role of human performance in 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. It is no wonder then that excellence in service performance is dependent upon the performance management skill sets of managers and supervisors. Only through can we hope to embed the human performance element in the customer's experience and create exceptional customer loyalty. 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!

THE PROCESS

In achieving service excellence, managers and supervisors learn the unique performance management competencies that correlate to superior customer experiences. 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. Managers must 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.

BUSINESS RESULTS

As a result of this program, managers and supervisors will be able to apply the requisite service performance management principles to bring about...

- Reliability in meeting customer expectations
- Improved customer information
- Service performance measurements that provide balance to the internal and technical measurements
- Alignment of work rules that encourage and allow exceptional service performance
- Recovery practices that influence customer loyalty
- Better methods to satisfy various customer situations

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