Essentials of Service Excellence Program

DESCRIPTION:

"Your EMPLOYEES are your BRAND: they either BRING LIFE, MEANING or MEMORIES for your CUSTOMERS – OR NOT".

Very often, the frontline employees are the most visible and tangible element of an organization and its service. These employees represent the organization in the daily interactions with customers. Therefore, these employees play a significant part in determining service quality of the organization. This is the main reason why, from a customer's perspective, their encounter with an employee is one of the most important aspects of their service experience. Hence, this 15 hour training program on "Essentials of Service Excellence" explores areas that are vital to deliver a consistent and excellent service.

GET CLOSER THAN EVER TO YOUR CUSTOMERS. SO CLOSE THAT YOU TELL THEM WHAT THEY NEED WELL BEFORE THEY REALIZE IT THEMSELVES.

STEVE JOBS

Outline

- Creating and maximizing memorable **"Moments of Truth"** experiences in various customer interactions.
- Exploring positive and negative **first impressions** that impact the service experience and how to ensure a consistent and effective first impression.
- Participating in a customer service self assessment and learn the aspects that are **essential for service excellence**.
- Learning about the communication process for **communication excellence**, and the importance of applying it when determining customer needs and expectations
- Practicing the 5-step **process of service** for providing consistent and excellent customer service.
- How to **overcome service challenges** to achieve successful service interactions and create "service excellence" at all times by understanding the types of concerned customers through 5 step recovery process.

TRAINING CODE:
PSLC 15

DURATION:
15 hours

MODE OF DELIVERY
- Presentations
- Group discussions
- Role-playing
- Self-assessing exercises

DESIGNED FOR:
Front-line employees
Supervisors
Managers

Level:
2,3,&4

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