CUSTOMER SERVICE: CREATING A SERVICE CULTURE--THE SERVICE LEADER’S ROLE

LEARNING FORMAT: CLASSROOM (ONSITE ONLY)

Many service initiatives are built upon “a fix”—a three-month or one-year initiative to make the organization customer-service focused. But creating a service culture is not a one-time, skills-training event. It’s an ongoing organizational commitment driven by effective service leaders.

Once the strategic focus is defined, service leaders need to know exactly how to make the service vision a reality. This course helps leaders identify barriers to service excellence and provides them with five leader practices to create a service culture.

DO YOU FACE ANY OF THESE ISSUES?
> Do you know what obstacles prevent a higher level of customer service?
> Do leaders know what they must do to ensure service excellence and increase customer loyalty?

PERFORMANCE OBJECTIVES
Helps leaders:
> Choose opportunities to use authority and influence to improve customer service.
> Focus their efforts and those of the service providers to achieve the results most important to customers.
> Inspire service providers to take actions that create customer loyalty.

PRIMARY COMPETENCY DEVELOPED
> Customer Focus

SECONDARY COMPETENCIES DEVELOPED
> Building a Successful Team
> Building Partnerships
> Gaining Commitment
> Initiating Action

COURSE OVERVIEW
> Importance of the Service Leader: Leaders begin watching a video about “The Road” to a service culture (shown throughout). They visualize obstacles that exist and discuss impacts on customers, service providers, and the organization. A Service Culture Analysis Worksheet and the Service Success Loop are reviewed, and five leader practices are introduced.

> Creating an Operational Service Vision: Leaders list common customer expectations and choose an important one that has the greatest chance for improvement. They write a service objective that will meet or exceed this expectation and develop a tracking strategy for it.

> Customer-Centric Work Processes: Leaders discuss what makes a work process customer focused. They brainstorm what customers say when a process isn’t customer focused and review traits of processes not focused on customers.

> Partnerships: Leaders simulate actions of work areas that do not meet customer expectations due to ineffective partnerships. They identify a partnership and factors that make it ineffective.

> Knowledge and Skills: Leaders identify the skills and knowledge service providers will need to meet customer expectations.

> Giving Authority: Leaders review tactics to increase authority and brainstorm ways to maximize the benefits but minimize the risks of increased authority.

> Action Plan: Leaders review the obstacles identified and finalize an action plan. They watch the conclusion of the video.

VIDEO SEGMENT SUMMARIES
> A six-part video follows “The Road” to establishing a service culture and highlights challenges encountered by a leader and her team.

COURSE DETAILS
> Target audience: Service leaders.
> State-Fundable: Yes (onsite only).
> Course length: 4 hours (onsite).
> Facilitator Certification: Certified facilitator required.
> Prerequisites: None.
> Optimal group Size: 8 to 16. 20 maximum.
> Course Prep: None.
> Notes: Suitable for all environments.

OTHER COURSES TO CONSIDER
> Strengthening Your Partnerships
> Customer Service: Taking the Heat (for employees)