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Delivering Exceptional Customer Service

To deliver exceptional service means you go beyond the customer's expectations, offering extraordinary and superior service—where you go that extra mile to excel, wowing the customer with your attention, actions and words. This is built around the concept of all employees working together as a team to deliver exceptional service.

Focusing on the Customer's POINT OF VIEW

The 3-5 second alert: For customers, service begins the moment they come into contact with you—and they make a decision in a few seconds whether you really care about them. Your words and actions set the tone for your customer's experience.

Providing Exceptional Service Everyday, Every Time! Guiding your employees—from giving poor or inconsistent customer service—to proudly offering **EXCEPTIONAL SERVICE!**

5-point plan to benefit your company for a lifetime:

- e Sharpen employee customer service skills.
- e Teach how to improve communications, provide value-added service, and to effectively problem solve.
- e Raise level of performance and commitment.
- e Develop pride, professionalism, and team spirit.
- e Implement easy-to-learn and remember steps to deal with customer situations.





Exceptional Service program is the most complete treatment of the exceptional service philosophy and on-the-job service techniques—designed specifically for all employees, including new hires, who impact, directly or indirectly, the quality of customer service.

The Exceptional Service System

Exceptional Service gives your employees a cultural understanding of the concept of superior service. The team-building approach should include a cross-section of jobs, age, and level of experience to promote understanding of what other departments and personnel do.

Everyone Is Important! Performance can impact the service experience for both the customer and the employee.

Experience shows that participants learn better when their emotions are involved—not just their intellect!

The Exceptional Service System—changing how employees look at giving exceptional service

A. First three segments: Participants learn the philosophy of exceptional service.

1. **Introduction:** Concept of total customer service and the role their team plays.
2. **Customer expectation:** How personnel impact the service experience.
3. **Everyone's important:** Importance of pride and professionalism of the people.

The Video Gives Great Examples

Specific learning points of Exceptional Service are featured in the video, and each segment matches the workbook chapters. All information is presented in a positive, upbeat manner in a way the participants can put themselves in the customer's shoes. Common day-to-day situations help make the learning extra useful.

B: Next seven segments: Participants learn specific skills and techniques to deliver quality service.

4. **Customer care:** Role-playing to learn about establishing trust and empathy, and how to question, understand and provide effective solutions.
5. **Communicating quality:** Learn about verbal and non-verbal communication for first impressions.
6. **Value-added service:** Offering memorable service
7. **Problem solving:** Learn why customers complain and how to deal with and avoid dissatisfaction.
8. **Service recovery:** Regaining customer's goodwill after a service problem has occurred—often a result of your own failure to deliver acceptable service. Mistakes do happen—but switching to “service recovery” mode, taking positive steps to undo the damage, can restore the customer's faith in us and our company.
9. **Speed:** Doing it fast, doing it right and doing it now.
10. **Conclusion:** Exercises and post-assessment

Getting It Done...Speed can affect your entire organization and filter down to the customer experience. Speed does not mean losing control. It means urgency, staying in charge of the situation—and always getting exceeding your customer's expectations quickly, accurately and efficiently. That's Exceptional Customer Service!



The best employees of tomorrow are being developed today through training and Exceptional Service skills.

Exceptional Service Performance Standards

Supervisors and managers can use Performance Standards for evaluating an employee's skills, attitude, and performance based on Exceptional Service.

Everyone benefits! Employees can be motivated to improve skills because they are aware the company is concerned about their welfare through development of professional skills determined through periodic reviews.

Focusing on the Customer's Point of View

Customers expect to receive:

- Service that meets and exceeds their needs.
- Service with a positive attitude and sincere motivation.
- Courtesy and respect.

How do you like to be treated when you are the customer? What attitudes, motives or feelings do you look for from the sales or serviceperson who's taking care of you?

If an employee does not work directly with customers—they probably work for someone who does. That means co-workers are customers, too. Teamwork is what allows your internal customer to service your external customer.

Customer Care Is Front and Center

An easy-to-use Exceptional Service Skill Reminder Card is a handy reference how easily you can use these learning points and skills to show customers you care:

The Basics of Quality Customer Care

Show customers you care:

- Establish trust: Perceive needs
- Empathize: Be in the customer's shoes
- Listen: Give your full attention
- Ask questions: Learn about needs
- Understand: Restate what you hear
- Respond: Offer effective solutions

Communicate with quality:

- A positive attitude
- Words spoken
- Tone of voice
- Appearance
- Body language

Practice Value-Added Service

- Build rapport
- Go the "extra mile"
- Follow through

Be a Problem Solver:

- Focus on the customer
- Listen carefully to deal with feelings
- Ask questions to clarify
- Empathize to show understanding
- Apologize without blaming
- Suggest solutions to solve the problem
- Master speed to exceed expectations

Easy Training—Easy Learning

Everyone is capable of treating customers in a sincere, caring and friendly way. By going the extra mile, you provide value-added service—and this makes it memorable, allowing you to stand out as one who knows your job and how to satisfy customers.

Learn from material that is well organized and user-friendly, designed with two- or four-hour flexibility, depending on your skill levels and requirements.

Exceptional Service workshop's unique design allows you to conduct this powerful single session in two or four-hour timetable—depending on your skill levels and requirements. The two-hour program contains each of the key learning points while the expanded four-hour program adds content enhancements and learning activities for more advanced treatment of the topics. Learn from material that is well-organized and user-friendly.

The single-session workshop is perfect for a whole range of learning levels from in-depth training for your full-time personnel to brief skills refresher training, to new-hire orientation for part-time staff.

Every employee should understand what Exceptional Service is, and then should be empowered to provide it.



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The Exceptional Service Experts: After 36 years of experience, Service Quality Institute is the global leader in helping organizations provide exceptional customer service so they can keep customers, build market share, and improve the performance of the entire workforce.

What Makes Exceptional Service Happen? Not just good, but exceptional service! The kind that people tell their friends about, the kind that makes customers return time and time again, enhancing customers' goodwill. Everyone in the company is important in making that happen—and everyone needs to know how to deliver Exceptional Service 100 percent of the time—to external and internal customers.

Knowledge is the key. Each of your employees can learn how to provide service that meets and exceeds a customer's needs, service with a positive attitude, provided with courtesy and respect. All they need is the knowledge and the tools.

The Exceptional Service Program has two levels:

Level 2 – approximately two hours

This level uses all core materials, plus additional group discussions and exercise activities to enhance your learners' grasp of the exceptional service concepts and skills.

Recommended as a periodic refresher for all employees, or as an introductory course to customer service skills when time is limited.

Level 4 – approximately four hours

This level provides the most complete treatment of the exceptional service philosophy and on-the-job service techniques.

Recommended for any employee who affects the quality of your customer service—directly or indirectly.

Facilitator Package Elements

- A 78-page Leader's Guide, complete with implementation instructions, presentation script, video transcript, discussion questions and directions.
- 18-minute DVD, CD or VHS containing 10 segments of powerful vignettes that model outstanding customer skills in a variety of workplace settings.

Participant's Materials

- A 40-page workbook filled with customer service techniques, key skill reminders, and exercise worksheets.
- A handy pocket-size Skill Reminder Card for each participant that summarizes many of the learning points and skills.
- A customer service performance standard used with the trainer or supervisor to measure and provide feedback on service behavior.
- A Certificate of Accomplishment for each participants

Exceptional Service is offered exclusively by independent Service Quality Institute channel partners. Service Quality Institute is internationally recognized for its customer service research, publications, and training resources. Its training systems have helped over a million people in successful organizations worldwide achieve exceptional customer service.

Your satisfaction is guaranteed or your money back. Simply return the materials for a full refund.



John Tschohl is the founder and president of Service Quality Institute, as well as an author, service strategists and Time and Entrepreneur Magazine's "customer service guru".

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