PROGRAM AT A GLANCE

Building a Culture of Service Excellence is designed to increase customer and employee satisfaction and retention. This workshop provides leaders with proven guidelines, processes, tools and knowledge to build a customer-centric organization and realize the tangible and intangible benefits of a culture of service excellence.

Introduction to “A Culture of Service Excellence”
Explore the components involved in building a culture of service excellence
Define the “Customer Experience”

Creating a Service Vision
Analyze various service visions, their associated values and effects
Discover the best practice guidelines for creating an effective or impactful service vision

Knowing Your Customer
Uncover and comprehend customer profiles
Identify your organization’s priority customer segments and how to tailor your service to enhance the customer connection

Building the Customer Experience
Maximize moments of truth by mapping customer experiences
Develop detailed customer-centric service strategies and standards for your organization

Engaging Employees – The Key to Success
Understand the relationship between employee engagement, customer satisfaction and productivity
Discover best practice strategies to engage employees

Making it Stick—Sustaining a Culture of Service Excellence
Establish continuous customer connections
Measure and recognize success

Action Plan and Resources