

OVERVIEW

Study after study finds that organizations that lead in their respective industries do so by “surprising” and “delighting” their target customers in ways that they value. They focus on delivering a better customer experience than the customer’s last visit – AND that is better than their competition.

Coaching for POWER!SERVICE™ is part of the POWER!SERVICE™ system that focuses on implementing exceptional service as a way of life for an organization through defined behaviors. This full-day workshop is a relevant, useful, and engaging experience that explores the value and dimensions of “TAKE 3” Service and the coach’s role in helping service providers achieve it.

MODULE 1: WELCOME AND INTRODUCTION

The experience begins by introducing the benefits, principles, and research behind the POWER!SERVICE™ System. Participants discuss the definition and value of coaching and contrast what makes for an effective vs. a non-effective coach.

MODULE 2: TAKE 3 CYCLE OF SERVICE

Participants explore the behaviors and levels of “TAKE 3” Service, and through “real-life” video examples, use a comprehensive coaching observation tool to accurately recognize the levels in action, narrowing in on the nuances between “meeting” and “exceeding” expectations. Through an exercise, they discover the 3C coaching model and foundational principles of coaching -- and begin translating them into action.

MODULE 3: COACHING TO CORRECT

The third module introduces the steps of constructive coaching. Participants explore the minimum TAKE 3 requirements and practice giving constructive feedback in context of the TAKE 3 behaviors.

MODULE 4: COACHING TO CONNECT

POWER!SERVICE™ recognizes that building customer relationships is foundational to building loyalty. Participants use a coaching tool to help employees become more effective at connecting with customers. This module also provides techniques for overcoming challenges in coaching others and skills for effective listening and questioning in the coaching process.

MODULE 5: COACHING TO COMMEND

POWER!SERVICE™ reinforces that what gets rewarded not only gets repeated, but that employee recognition builds both employee and customer loyalty. That is why this module teaches managers how and why to recognize employees for exceeding TAKE 3 expectations. Participants discuss barriers to recognition and ways to overcome them, discover recognition tips, and practice with a recognition scenario.

MODULE 6: INTRODUCTION TO L.E.A.R.N.

Combining coaching skills with a process to monitor and solve chronic customer complaints ensures service recovery leads to even more loyal and profitable customers. Through realistic video vignettes, participants explore “L.E.A.R.N.” -- the 5 steps to effective service recovery and how to coach to it.

MODULE 7: PUTTING IT ALL TOGETHER

This module applies all the 3C Coaching techniques explored to a real life coaching situation. Participants plan for, then practice coaching and receive feedback from peers and the facilitator.

MODULE 8: HUDDLES

Power huddles, if conducted daily, inspire ownership and support for a customer-focused and employee-empowered culture. Module 8 examines the value of daily reinforcement sessions and introduces participants to the 5 key components for an effective huddle. Through video and discussion, participants learn how to use tools to plan and conduct Power huddles. The final activity takes participants through some of the actual components of an effective huddle, in which they simulate “warm-ups” and “lighten-ups” designed to mentally prepare employees for their shift and encourage participation.

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