

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.

POWER!SERVICE™ Skills is part of the **POWER!SERVICE™** system that focuses on implementing exceptional service as a way of life for an organization through defined behaviors. Available as a full-day workshop or 90 minutes of online, engaging learning, **POWER!SERVICE™ Skills** is a relevant, useful, and interactive learning experience that explores “top box” service behaviors -- and the frontline employee’s role and responsibilities in delivering on them.

MODULE 1: INTRODUCTION TO POWER!SERVICE™

The experience begins by introducing the benefits, principles, and research behind the POWER!SERVICE™ System. Participants “self check” their attitude and abilities regarding their individual power to deliver on the service behaviors that have the greatest impact on customer satisfaction.

MODULE 2: THE TAKE 3 CYCLE OF SERVICE

Participants explore the behaviors and levels of “TAKE 3” Service, and through “real-life” video examples, learn how to accurately recognize the three levels in action. Elements of performance expectations and support are also discussed.

MODULE 3: IDENTIFYING THE MINIMUM

Through realistic video interactions, participants differentiate between not “meeting” and “not meeting” expectations on specific TAKE 3 behaviors. They then begin to build skills on how to greet properly and anticipate customer needs, moving the dial toward “exceeding” expectations.

MODULE 4: CONNECTING WITH CUSTOMERS

POWER!SERVICE™ recognizes that building customer relationships is foundational to building loyalty. As a way to make sure employees understand this “power,” this module explores the value of connecting with customers at every point of contact. Participants practice spotting the distinction, and learn how to move from meeting to exceeding expectations. To improve how to “connect,” participants discover and practice skills for guiding the customer experience and learn the importance of remembering and recording customer information.

MODULE 5: INTRODUCTION TO L.E.A.R.N.

Combining new service skills with a process to monitor and solve chronic customer complaints ensures service recovery leads to even more loyal and profitable customers. In this module, participants examine “L.E.A.R.N.” -- the 5 steps to effective service recovery. Tips for expressing empathy, when and how to apologize, and what to do “next” (next and extra) to win back loyalty are explored. Most importantly, participants “learn” how to identify common failures in the customer experience in order to prevent them from happening.

MODULE 6: INTRODUCTION TO HUDDLES

Power huddles, if conducted daily, inspire ownership and support for a customer-focused and employee-empowered culture. Module 6 examines the value of daily reinforcement sessions and introduces participants to the 5 key components for an effective huddle. Employees learn that they are vital in the huddle and the value of their participation.

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