

Building Leadership Capability

The Service Profit Chain Institute's leadership development and training team has worked with leading companies to align the actions and behaviors of senior leaders and managers toward delivering a Branded Customer Experience that improves customer service, satisfaction and loyalty and leads to increased sales and revenue for their business. Although most of our solutions are customized for each client, content is often drawn from these three core management development programs:

Achieving Breakthrough Value – Senior Leaders:

This two-day leadership training program uses a variety of case studies and tools to provide senior leaders with the core concepts that underpin the Service Profit Chain and help them craft a plan for implementation in their business units.

Driving Loyalty – Senior Managers:

This large-scale, (70 to 400 participants) two-day training program for Senior Managers provide participants with the specific business case showing how focusing on delighting customers generates improved revenue and profitability. Senior Managers also learn about the key principles and tools for innovating the customer experience to drive greater loyalty and engagement from both employees and customers.

Designing the Customer Experience – Managers:

This two-day training program provides operational managers with the detailed method and tools for Service Blueprinting to manage the customer experience on a day to day basis for delivering a consistent customer experience that delights target customers.

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