

Excellence in Service: Advanced

Topic-Level Outline

Key Learning Objectives:

Learn how to develop and monitor service standards to support exceptional customer service; build customer service teams; understand your customers and how they measure service; and learn how to develop customer loyalty with your customers.

Days: 0.5

Prerequisites: *Excellence in Service: Basic* would be helpful

Service standards

Fundamentals of service standards

- Understanding service standards

- Creating effective standards

- Establishing standards

- Implementing standards

Monitoring service standards

- Assessing the effectiveness of standards

- Obtaining customer feedback

- Correcting service problems

Management and service standards

- Building and monitoring the service team

- Creating an action plan

- Establishing managerial standards

- Identifying and overcoming service barriers

Service teams

Teams as a service solution

- Understanding customer service teams

- Maintaining a customer service team

Employee selection

- Choosing the right employees

- Conducting an interview

Team training and empowerment

- Implementing proper training

- Empowering employees

Motivation

- Understanding the importance of motivation

- Reinforcing desirable behavior

Customer loyalty

Understanding your customers

- Knowing your customers

- Understanding customer criteria

- Uncovering customers' needs

Customer loyalty development

- Understanding customer loyalty

- Building loyal customers

- Encouraging customer loyalty

Employee loyalty's influence

- Developing employee loyalty

- Helping employees to perform

Memorable service

- Creating memorable service

- Solving customer problems