

TRAINING



Meeting the needs of the new global marketplace with a flexible total systems approach

Leading for *Stellar Service*[™]

As organizations worldwide continually adjust and adapt to evolving business conditions, there remains one constant: the undeniable power of *Stellar Service*[™].

Customers judge your organization based on the service they receive from your frontline employees. Do your service providers have the skills and knowledge necessary to deliver *Stellar Service*[™]? Are their supervisors able and willing to support it? Are your systems and processes aligned to increase the probability that every *Defining Moment*[™] will be positive? Are you carefully managing all the resources of your business unit toward the goal of increased customer loyalty?

Leading for Stellar Service[™] is the organizational workshop of the *Achieving Stellar Service*[™] Experiences system. This workshop helps senior-level managers translate the organization's service strategy into actual plans, tools and standards. They return to work committed and better equipped to improve customer service. The result of their actions will be increased customer and employee retention, more revenue from existing customers, additional referrals of new customers, and an improved reputation in the marketplace.

Benefits

Leading for Stellar Service[™] capitalizes on everything AchieveGlobal has learned about product design, learning methodology, technology, senior-level audience needs, market evolution, global adaptation, and systemic thinking.

During the workshop, participants will take part in engaging individual and group activities, partner discussions, video demonstrations, and large group discussions. Much of the learning occurs when participants are immersed into an in-depth business simulation, becoming managers of an imaginary company facing real-life challenges. They have fun as they gain familiarity and confidence with the new concepts and tools. Participants immediately begin to apply the tools during the training itself, using data they gathered from employee and customer surveys assigned as prework.

Managers leave the workshop with tools, discussion guides and supplemental reading to help them continue learning and applying the tools while sharing what they've learned with others in their department or company.

Content & Outcomes

Leading for *Stellar Service*[™]

16 hours classroom

The purpose of this workshop is to show managers how to build a service commitment, redesign service processes, set standards, and develop a service culture that allows a business unit to earn customer loyalty by exceeding customer expectations. Participants will be able to:

- Create a service commitment that serves as the framework for all service actions, decisions, and standards.
- Map the customers' experience in a typical transaction and redesign that transaction to align it with the service commitment.
- Gather and analyze customer feedback that reflects the changing needs of customers.
- Develop service standards that build consistency in areas that matter to customers, including situations where mistakes can happen.

- Create a service culture in which all members of your department or business unit understand their role in the service commitment, care about the result, and possess the skills and abilities to deliver it.

Implementation

Audience: Senior, experienced leaders responsible for managing a department or division. Leaders should be familiar with the experience each customer has when interacting with the organization so they can offer examples during the program. Ideally, 4-5 participants would be from the same division or work together regularly as a team.

Length: Two full days (Not available in modules)

Format: Classroom-based, executive level workshop that incorporates a media-rich presentation. Each design choice was made to best meet the needs of the course's target audience and then tested rigorously with that audience in leading companies in the US and abroad.

Class size: 15 participants

Instructor: AchieveGlobal Training Performance Consultant

A systemic approach

Achieving Stellar Service™ Experiences is a comprehensive training system designed to provide a range of critical service skills vital to customer satisfaction, loyalty and organizational success. The system's modular design allows participants to learn a range of skills – foundational, situational, supportive, organizational, and strategic – in the most effective and efficient way possible. The four workshops in the system build on one another to offer training solutions at every level, thus aligning service strategies with service behaviors throughout an organization.

About AchieveGlobal

AchieveGlobal is the world leader in helping organizations translate business strategies into business results by developing the skills and performance of their people. Our learning-based solutions focus on skills training and consulting services in sales performance, customer service, leadership and teamwork.

With 75 offices in 43 countries – and programs and services in more than 40 languages and dialects – we can work with our customers virtually anywhere in the world.



achieveglobal™

*Strategy to Results
Through People*

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