

TRAINING



Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results.

Coaching for Stellar Service™

Service providers are only as effective as the leaders who develop, guide, recognize and share their commitment to stellar service.

Coaching for Stellar Service™ is the supportive workshop of the *Achieving Stellar Service™ Experiences* system. It's not just coaching, it's service coaching. When service providers are aligned with their leaders and working toward a shared goal, they work harder and become more loyal. Coaches, in turn, find such a loyal, motivated workforce invigorating. That win-win cycle provides return on your training investment over and over again.

The service coaching skills were adapted from modules of AchieveGlobal's popular *Leadership for Results™* system. AchieveGlobal has taught these same skills to millions of participants in leading organizations around the world.

During the workshop, participants will participate in a variety of engaging individual and group activities, partner discussions, video demonstrations, role plays, and large-group discussions. They have fun as they gain familiarity and confidence with the new concepts and skills.

Content & Outcomes

Reaching for Stellar Service™: Coach's Version

4 hours classroom

The purpose of this module is to explore the value of stellar service and the role of service coaches in helping service providers achieve it. Participants will be able to:

- Describe what stellar service is and the challenges of delivering it.
- Discuss the benefits of customer loyalty to the service coach, the organization, and customers.
- Explain the importance of the service provider's role in building customer loyalty.
- Find and take advantage of key defining moments in customer interactions.
- Identify and discuss the three dimensions of service.
- Describe and apply four key qualities that customers—both external and internal—expect from stellar service.
- Use the four key service qualities to evaluate and improve the service that is delivered.
- Communicate and reinforce expectations for stellar service with others.

Developing Others for Stellar Service™

4 hours classroom

The purpose of this module is to provide service coaches with skills for developing others, helping service providers expand their capabilities so they will have the confidence to make decisions and solve problems on their own. Participants will be able to:

- Describe the role of a service coach in developing others.
- Explain how developing others can benefit the customer, the service provider, the organization, and the service coach.
- Recognize the challenges in developing others and apply skills to overcome them.
- Identify and apply opportunities to develop the service skills and capabilities of service providers.
- Demonstrate a set of key actions for developing others.
- Demonstrate a variety of listening and asking techniques that will help others feel confident in their own decisions.
- Conduct focused conversations with service providers that result in action toward improved service.

About AchieveGlobal

With its world headquarters in Tampa, Florida, AchieveGlobal helps organizations translate business strategies into business results by improving the performance of their people. Clients around the world rely on AchieveGlobal's proven expertise in leadership development, customer service, and sales effectiveness. By implementing research-based learning solutions, AchieveGlobal empowers clients to successfully develop leaders and acquire, grow, and retain profitable customer relationships.



achieveglobal™

Strategy To Results
Through People

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Giving Constructive Feedback for *Stellar Service™*

4 hours classroom

The purpose of this module is to provide service coaches with skills that will let them give constructive feedback in a way that builds mutual respect and promotes problem solving and learning. Participants will be able to:

- Define and describe constructive feedback.
- Identify opportunities to give constructive feedback on service issues.
- Recognize the benefits and challenges of giving constructive feedback.
- Evaluate their current level of effectiveness at giving constructive feedback.
- Demonstrate a set of key actions for giving constructive feedback to others.
- Demonstrate techniques for handling challenging responses during a feedback conversation.
- Conduct constructive feedback conversations with service providers that result in action toward improved service.

Recognizing Others for *Stellar Service™*

4 hours classroom

The purpose of this module is to provide service coaches with skills for recognizing and reinforcing the behaviors that support stellar service. Participants will be able to:

- Describe the impact of recognizing others for individual and organizational success.
- Demonstrate a set of key actions for recognizing others.
- Identify the service behaviors that should be reinforced.
- Determine the type of recognition that is best suited for each recognition recipient.
- Deliver recognition to service providers and others in the organization who contribute to stellar service.

A systemic approach

Information on implementation options and details on each component are included in the product sheet for the entire system called *Achieving Stellar Service™ Experiences*.

Achieving Stellar Service™ Experiences is a comprehensive training system designed to provide a range of critical service skills vital to customer satisfaction and loyalty, and to 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.

