

Assess/Strategy/Implement /Train /Coach

Assess

- How well is your current service delivery meeting the needs of your customers, and supporting your business targets?
- How thoroughly have you evaluated your current service philosophy, methods, and delivery as it relates to your business goals?

Deliverable: A detailed evaluation report, based on interviews with management, service personnel, and customers, as well as market research and competitive intelligence.

Benefit: By having a clear picture of where your current level of service is versus where you want it to be, we can create a comprehensive roadmap to customer delight.

Strategy

- Does your company have a detailed, consistent service strategy?
- One that helps you increase revenue by enhancing customer loyalty through customer-focused goals, procedures, and organizational structure?
- Or is it reinvented at every customer interaction, by each service team member?

Deliverable: A customized action plan, based on feedback from your customers and your industry's best practices, for providing world-class service that focuses on what your customers want, and how they want it delivered.

Benefit: With a solid, documented customer-focused service strategy, your business will be able to retain more customers and attract new prospects, which will generate profit growth.

Implementation

- How difficult is it to get your entire service team to adopt new courses of action, when they are used to doing things a certain way?
- Does the integration of new service methods and measurements into existing workflow seem like it could be more trouble than it is worth?

Deliverable: The execution of a timely game plan for incorporating new procedures and metrics into your service team's current operations.

Benefit: The enhancements to your service delivery will produce minimal disruptions in your team's day-to-day functions, allowing your team more time to focus on customer issues than internal issues.

Training

- Are you with trusting the care of your most precious asset – your customers – to the whims and intuition of your front-line employees?
- Have you provided enough relevant and tactical knowledge for your service team and their leaders, so that they can consistently deliver the level of service your customers deserve?

Deliverable: A thorough and practical program of service training, using real-life examples culled from your business, focusing on building on your team's strengths, and improving its weaknesses.

Benefit: A capable, well-trained service team, prepared for any customer issue that may arise, provides an excellent experience for each of your customers, resulting in repeat business, up-sell opportunities, and referrals.

Options Include:

- 4 hour, half day program (includes coverage of two sales topics)
- 8 hour full day (includes coverage of four sales topics, or in-depth on two topics)
- Multi-day programs (series of ½ day intensives on selected module topics)
- Pre & post sessions can be added via online classes to prepare the team for active face-to-face participation, as well as ongoing reinforcement of the new skill sets.

Outputs: Program Curriculum, Program Guides, Interactive Exercises, Training Presentations, Online and/or Face-to-Face Delivery, Program Evaluations Summary

Coaching

- How often have the new ideas and practices learned in training courses and seminars evaporated as you get back to work in the days that follow?
- Would post-training and implementation consultation help ensure maximum effectiveness of new service techniques?

Deliverable: Weekly coaching sessions with service teams and their supervisors, to facilitate the smooth adoption and execution of the new programs, addressing any issues that may arise.

Benefit: You leverage your training investment, and maximize the impact of training by allowing your team to stay in touch with its trainer, providing topic refreshers, motivators, and confidence-builders.