

The Habit of Service™



ACADEMY
Professional Sales
Development

Customer Service Is A Human Interaction Between The Service Provider And The Customer

How Well Do You Rate? *(Take The Test)*

CUSTOMER SERVICE RATING

YES NO

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | All of our associates create a positive experience that keep our customers coming back. |
| <input type="checkbox"/> | <input type="checkbox"/> | We ACKNOWLEDGE each of our customers with a friendly service greeting to put them at ease. |
| <input type="checkbox"/> | <input type="checkbox"/> | We ANALYZE our customers to determine their needs and wants first, before making any recommendations. |
| <input type="checkbox"/> | <input type="checkbox"/> | We ACCOMMODATE all of our customers by satisfying their service requests quickly and efficiently. |
| <input type="checkbox"/> | <input type="checkbox"/> | We APPRECIATE our customers by confirming their satisfaction that exceeds expectations and develops lifetime partners. |

4 out of 5 – **GOOD** 3 out of 5 – **FAIR** 2 or Less – **CALL BOB BUTLER NOW!**

Quality of service is one of the few variables that can differentiate a business from its' competition.

LEARNING OUTCOMES

- Understand and apply fundamental people, communication and active listening skills. Establish more effective relationships that develop lifetime customers.
- Identify and develop specific service actions for customer “touchpoints” that raises the bar on service excellence and consistency.
- Incorporate your quality service culture into a practical and easily remembered process: The **4 A's QUALITY SERVICE PROCESS** becomes your guide as a means of delivering service excellence.
- Know and appreciate how important your internal customers are in delivering the value of your organization to your external customers.
- Create a quality service culture where every associate is in The Habit of Service™ by meeting and exceeding customer expectations.

Negative information has twice the impact of positive information on purchasing decisions!



The seminar is fast-paced, based on interaction, discussion and involvement. All workshops are documented, reflecting your service culture, and become the framework to standardize your Quality Service Process. Depending on role-playing and time extended for the complaint game, The Habit of Service™ can be facilitated in 8-12 hours.

Session 1
QUALITY SERVICE

- Customer service “facts”
- The value of customer service training
- Quality Service is everyone’s job
- “It’s not my job!”
- Quality Service is an attitude
- Your culture is showing
- Creating a Quality Service climate

Session 2
PEOPLE SKILLS

- How to develop better habits of courtesy
- Do not be condescending
- Rate yourself
- Learn to call customers by name
- Human relations in selling
- Service communication
- Kinesics
- Body language...nonverbal communication
- People skills

Session 2
PEOPLE SKILLS (Continued)

- Be an active listener
- Helpful hints on being an active listener
- Helpful hints and service guidelines
- Habit pattern guidelines
- Observable personality dimensions
- Habit pattern scope diagram
- 4 habit patterns
- Habit pattern service strategy summary

Session 3
SERVICE STRATEGY

- Quality Service is interaction
- Every customer is a resource
- Everyone services a customer
- Internal/external customers
- Points of interaction
- Your service interaction cycle
- 4 A’s Quality Service Process guide

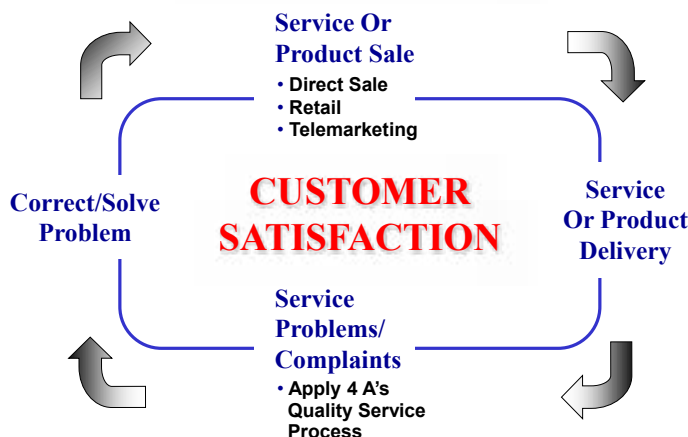
Session 4
4 A’S QUALITY SERVICE PROCESS

- Step 1: Acknowledging
- Using a proper greeting
- Step 2: Analyzing
- Qualifying
- Step 3: Accommodating
- Why do customers complain?
- R-PAST Method
- Behavior of complaining customer
- Dealing with upset customers
- “Team up for Action” customer service game
- Step 4: Appreciating

Session 5
MEASUREMENT

- How can you measure the effectiveness of Quality Service?
- How to become more customer centered
- Develop a Quality Service statement
- Model for quality customer service
- Are you ready to commit to quality customer service?
- Plan of action

SERVICE INTERACTION CYCLE
“Points Of Interaction”



In the delivery of the service or product, there are many “points of interaction” with the customer. A “moment of truth” or touchpoint occurs whenever and wherever there is customer contact, because that is the moment when the customer forms a perception of your company, its’ people and its’ products and services.

GET IN
The Habit of Service™

