

Thesis Statement	<p><i>We believe it is possible for any organization to achieve exceptional service if you:</i></p> <ul style="list-style-type: none"> • <i>Intentionally design service by paying extraordinary attention to the details around the service process, setting and delivery.</i> • <i>Create experiences that go well beyond customer expectations and generate an emotional connection.</i> • <i>Establish behaviors that consistently deliver on an exceptional service experience.</i>
-------------------------	---

ELEMENT 1 – Everyone Has A Guest.

60 minutes

Learning Objectives – By the end of this module, a participant will...

- Know that everyone has a customer (from here on in, Guest), and everyone is responsible for delivering service to each Guest.

PRE-WORK	Using Thought Exchange , we will ask participants to share their WORST and BEST customer service experience. We will collate the information and establish a set of common themes.
-----------------	---

Belief	Activity	Teaching Points	Information	Introspection/Application/Adaptation
<p>When it comes to customer service, perception is reality.</p>	<p>Defining Exceptional Service – What it is...</p> <p>Participants will be asked what they think creates an exceptional customer service experience. A list of conditions will be generated.</p> <p>Then we will compare this list to the prework and create a set of standards for poor and exceptional service.</p>	<ul style="list-style-type: none"> • For the most part, we all know what exceptional customer service looks like and how we want to be treated as a customer. • Every customer is a VIP – a very important and individualized person. 	<p>The Statistics – Oberlo (2019)</p> <ul style="list-style-type: none"> • <i>84% of surveyed customers said that customer service was one of the key factors helping them decide whether to buy or not buy from a company.</i> • <i>Brand loyalty depends on customer service. 95% of respondents say that customer service is important to brand loyalty.</i> • <i>92% of consumers say that they will stop purchasing from a company after 3 poor customer service experiences.</i> • <i>62% of customers say that they share bad experiences with others.</i> 	<p>Introspection & Application</p> <p><i>Who Are Your Customers?</i></p> <p>Participants will first create a list of names of their customers. Then the lists will be compared.</p> <p>OUTCOME: <i>Every person who walks through the door is everyone's customer. As well as everyone who does not walk through the door but might someday.</i></p>