

Making Service Work™

Making Service Work™ (MSW) gives your service providers tools to control the quality and outcomes of their customer engagements.

It shows your service providers how to identify and satisfy a variety of different customer types in a variety of customer conditions – from normal, to disappointed to disruptive.

It helps service providers identify and balance their multiple roles of providing technical, business and human services to their customers.

Making Service Work is business, customer and results focused – making a measurable impact immediately on your organization's approach to creating and retaining the right kind of customers for life.

What fuels customer satisfaction is authentic listening to your customers and executing flawlessly on your commitments.

Adaptability, resilience, speed and the ability to learn quickly to achieve business results will be critical to your company, your customers and your service provider's success.

Program Summary

This program supplies service providers with a 5-phase customer engagement process that will help them build credibility and trust, gain influence, explore customer's current or future needs, recommend and respond with the optimal solution to solve their problems and help them achieve desired results, implement and monitor the solution and leverage customer satisfaction for the future.

The purpose of this program is to equip service providers with the necessary tools to maximize customer satisfaction and loyalty to achieve business results for your company and your customers.

Program Content

BUSINESS REQUIREMENTS AND IMPACT

- Establish the business impact of high quality service and how it relates to company profitability, customer loyalty and customer satisfaction. Understand the business requirements from the customer perspective; identify the 3 roles of the service provider - business, technical and human, and determine their value proposition in business terms. Finally, service providers will describe how to provide value throughout your own company's ecosystem in support of their customers.

SELF-MANAGEMENT

- Use a self-assessment tool to provide insight to participants about their customer service behavior as it relates to the 5 Phases of the Customer Engagement Process. In addition, participants will gain insight into how their behavioral patterns affect their performance and learn they can "choose their attitude" to serve customers and themselves.

ENGAGING WITH CUSTOMERS

- Learn ways to build credibility and trust with external and internal customers. Gain insight into how to engage with the individual in a way that increases their comfort and confidence in you and builds your influence with them.

EXPLORING CURRENT AND FUTURE NEEDS AND WANTS

- Use skills and processes to gain a clear and thorough understanding of the customer's need or problem to be solved. Focus on questioning, active listening and empathy skills to explore the customer's current and future needs and wants as well as to understand their positions and interests. Practice questioning, listening and empathy in different customer situations.

RECOMMENDING AND RESPONDING

- Gain the customer's confidence that your recommendation is the most effective way to solve their problems and achieve their desired results. Say, "No" without saying "No" and maintain customer's comfort. Recognize different customer behavioral patterns and types and use appropriate strategies for adapting to the differences. Handle difficult customers in a variety of different conditions. Practice customer engagement skills with different customer types and conditions.

IMPLEMENTING TO ENSURE SUCCESS

- Provide skills and processes to ensure a successful implementation and resolution to a customer problem, resulting in the customer's satisfaction and contribute to building customer loyalty.

SELF-ASSESSMENT IMPROVEMENT PLAN

- Based on the results of the Maximizing Customer Service Self-Assessment, participants leave with action steps to improve in their areas of development and to leverage their strengths back on the job.

OVERVIEW

Research has for years demonstrated a strong relationship between customer satisfaction, loyalty, and repeat purchase probability. It is well understood now that the costs of acquiring the new customer greatly exceed that of retaining the existing customer.

Businesses that neglect the quality of their service delivery are carrying the high costs of bad service through the active word of mouth of dissatisfied customers and the increasingly expensive advertising and marketing costs necessary to attract new customers.

Quality customer service provides clear, distinct, and measurable competitive advantage.

Internally, quality service delivery helps to lower cycle time and build teamwork, interdepartmental cooperation, and a customer-focused culture where everyone serves a customer.

Building such a culture requires leadership, customer-friendly processes, and a highly skilled and focused team of service providers.

Making Service Work provides your service providers with the personal, interpersonal and interaction skills needed to drive higher levels of employee and customer satisfaction and loyalty.

OUTCOMES

Upon completion of Making Service Work, participants will:

Understand the bottom line impact of high quality customer service and the relationship between customer loyalty, customer retention and high quality service.	Build customer loyalty by understanding customer values and expectations and how to provide them throughout the ecosystem.
Feel in control over the quality and outcome of their customer engagements.	Gain greater job satisfaction and reduce stress by learning to affect their behavior and choose their attitude.
Engage with customers in a way that builds trust, solves problems, exceeds expectations and builds customer loyalty.	Leverage customer satisfaction and loyalty with existing customers and gain new customers through referrals.



SESSION LENGTH

Two days—implementation to suit your scheduling needs.

PARTICIPANT MATERIALS

Participant guide, Self-Assessment and Personal Service Profile.

LEADER MATERIALS

Leader's guide, program video, presentation materials.



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