

BUILDING A CULTURE OF SERVICE EXCELLENCE



OBJECTIVE

- To provide owners, managers and supervisors with best practice strategies and tools to create, implement and sustain a culture of service excellence at their organization

WHO SHOULD ATTEND

- Owners
- Supervisors
- Managers

SESSION DETAILS

- One full day session
- Between 10-20 participants
- Interactive format
- Take-away resource guide

BENEFITS TO BUSINESS

- Helps create a consistent service standard and culture within the organization
- Provides owners, managers and supervisors with tools to create a customer service vision, strategy, and standards to support the organization's desired customer experience and business results.

PROGRAM AT A GLANCE

OTEC's Building a Culture of Service Excellence workshop is designed to provide managers with the tools to build a customer centric organization utilizing the most up to date customer service strategies for building and sustaining a culture of service excellence.

Introduction to "A Culture of Service Excellence"

Explore the components involved in building a culture of service excellence
Defining the "Customer Experience"

Creating a Service Vision

Explore various service visions
Learn about the guidelines for creating a service vision

Know Your Customer

Understanding customer profiles
Identifying and targeting priority customers

Building the Customer Experience

Maximize moments of truth by mapping customer experiences
Develop customer-centric service strategies and standards

Employee Engagement – The Key to Success

Understanding the relationship between employee engagement, customer satisfaction and productivity
Best practice strategies to engage employees

Making it Stick – Sustaining a Culture of Service Excellence

Customer Connections
Measure & Recognize Success
Identify Change

Action Plan and Resources