

# Managing Service Excellence Training Program

## **Objective**

To provide management with practical tools, as well as theory, in managing exceptional customer service.

## **Who Should Attend**

- Owners
- Managers
- Supervisors

## **Session Details**

- Two in-class sessions
- 7 hours per session
- Resource manual for future reference
- Certificate of Recognition upon successful completion

## **Benefits to Business**

- Provides opportunity to solve “real life” service issues within a business
- Improves staff morale, and effectiveness of front-line training
- Helps business meet training and staff development objectives with an accessible and cost effective program

## **To Book Your Session or for more information please contact:**

Fatima Finnegan (extension 335)

Telephone: 905-361-0268  
Toll Free: 800-668-8906  
Email: info@orhma.com

## **Program At A Glance**

### **Module 1: Knowing Your Customer**

- Defining who your customers are
- The Experience Economy: what it is, and why it is important to your business
- Four- step process for gathering and using customer feedback
- Calculating the value of your customers, and building customer retention through increased loyalty

### **Module 2: Service Excellence Standards**

- Identifying the two key dimensions of Service Excellence
- Prioritizing your service values
- Establishing and implementing Service Excellence Standards
- Communicating Service Excellence Standards by leading excellent meetings

### **Module 3: Managing Service Performance**

- Creating an effective hiring profile with a 10-step hiring process
- Five active listening techniques
- Using 7-step process to provide coaching and feedback
- Strategy for rewards and recognition
- The 3 keys for empowering your employees
- Examining how you lead your team, and learn how to break down barriers to team development

### **Module 4: Service Excellence Strategy**

- Service Excellence Assessment for your organization & problem Solving for effective management of Service Excellence
- Service Excellence Strategic Plan
- Action Plan for creating a service culture