

## CUSTOMER SERVICE: CREATING A SERVICE CULTURE--THE SERVICE LEADER'S ROLE

**LEARNING FORMAT:** CLASSROOM (ONSITE ONLY)

Many service initiatives are built upon “a fix”—a three-month or one-year initiative to make the organization customer-service focused. But creating a service culture is not a one-time, skills-training event. It’s an ongoing organizational commitment driven by effective service leaders.

Once the strategic focus is defined, service leaders need to know exactly how to make the service vision a reality. This course helps leaders identify barriers to service excellence and provides them with five leader practices to create a service culture.

### DO YOU FACE ANY OF THESE ISSUES?

- > Do you know what obstacles prevent a higher level of customer service?
- > Do leaders know what they must do to ensure service excellence and increase customer loyalty?

### PERFORMANCE OBJECTIVES

#### Helps leaders:

- > Choose opportunities to use authority and influence to improve customer service.
- > Focus their efforts and those of the service providers to achieve the results most important to customers.
- > Inspire service providers to take actions that create customer loyalty.

### PRIMARY COMPETENCY DEVELOPED

- > Customer Focus

### SECONDARY COMPETENCIES DEVELOPED

- > Building a Successful Team
- > Building Partnerships
- > Gaining Commitment
- > Initiating Action

### COURSE OVERVIEW

- > **Importance of the Service Leader:** Leaders begin watching a video about “The Road” to a service culture (shown throughout). They visualize obstacles that exist and discuss impacts on customers, service providers, and the organization. A Service Culture Analysis Worksheet and the Service Success Loop are reviewed, and five leader practices are introduced.
- > **Creating an Operational Service Vision:** Leaders list common customer expectations and choose an important one that has the greatest chance for improvement. They write a service objective that will meet or exceed this expectation and develop a tracking strategy for it.
- > **Customer-Centric Work Processes:** Leaders discuss what makes a work process customer focused. They brainstorm what customers say when a process isn’t customer focused and review traits of processes not focused on customers.
- > **Partnerships:** Leaders simulate actions of work areas that do not meet customer expectations due to ineffective partnerships. They identify a partnership and factors that make it ineffective.
- > **Knowledge and Skills:** Leaders identify the skills and knowledge service providers will need to meet customer expectations.
- > **Giving Authority:** Leaders review tactics to increase authority and brainstorm ways to maximize the benefits but minimize the risks of increased authority.
- > **Action Plan:** Leaders review the obstacles identified and finalize an action plan. They watch the conclusion of the video.

### VIDEO SEGMENT SUMMARIES

- > A six-part video follows “The Road” to establishing a service culture and highlights challenges encountered by a leader and her team.

### COURSE DETAILS

- > **Target audience:** Service leaders.
- > **State-Fundable:** Yes (onsite only).
- > **Course length:** 4 hours (onsite).
- > **Facilitator Certification:** Certified facilitator required.
- > **Prerequisites:** None.
- > **Optimal group Size:** 8 to 16. 20 maximum.
- > **Course Prep:** None.
- > **Notes:** Suitable for all environments.

### OTHER COURSES TO CONSIDER

- > Strengthening Your Partnerships
- > Customer Service: Taking the Heat (for employees)