

Quality Customer Service™ The Series



Self-Scored

Team Development

Imagine a training process that will help employees change the way they think about approaching and handling customer service.

Envisage those employees discussing critical customer service issues, sharing knowledge and ideas, and then committing themselves to action plans which they have developed to meet specific customer service objectives.

The Process

Research tells us that adults learn by a process of enquiry and discovery. The Series consists of 11 interactive exercises which ask groups to consider and discuss various service quality issues and develop ideas for service improvement. We have designed these exercises to allow people to examine issues and make decisions for themselves. This has proven to be a vital part of attitude and behaviour change.

Our process involves individual idea generation and decision-making, followed by team discussion and decision-making on the same issues. This process empowers work groups, facilitates creative problem-solving in the workplace, and challenges the common belief that responsibility for customer service lies with management.

In our 20 years experience working with thousands of groups, we have found that a group will produce better decisions than individuals approximately 85% of the time. As people work through the Series, they realise that gathering and using information from other people around them improves the effectiveness of their decisions.

Back on the job, when a problem arises, employees remember the value of thinking logically and clearly. By sharing thoughts with others, work groups will find creative and effective solutions rather than simply reacting to problems as they arise.

Results

The Quality Customer Service™ exercises will improve an organisation through encouraging:

- Individuals to share their on-the-job experience in a way that builds motivation and focuses efforts on improvement.
- Participation which will change attitudes and develop a sense of ownership and responsibility among staff for the achievement of service and quality goals.

*Customer
service
training
that changes
attitudes*



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- The formulation and implementation of action plans which will improve service quality standards.
- The development of corporate values and beliefs which support high quality service standards.
- Teamwork and enhanced problem-solving with awareness and commitment that will lead to a group culture supportive of quality and service excellence.

Applications

The Series can be immediately incorporated into an organisation's current customer service programme. These exercises are ideal for Total Quality Management, Customer Service and Sales Skills Seminars. They may also be used as discussion tools for branch and departmental work teams.

Each exercise stands on its own and addresses a different aspect of customer service. While they can be used on a one-off basis to address a specific problem, they are designed to be part of an on-going improvement programme.

Series

Developing commitment

Why am I a Customer?

What Do We Sell?

Keeping Our Customers Loyal

Market Dynamics

Building skills and action plans

Messages to Our Customers

Meeting and Exceeding our Customers' Expectations

Supervisor/Team leadership skills

How Do You Tell Someone?

Identifying specific areas for continual improvement

Improving Our Customer Service

Barriers to Service Quality

Handling complaints

Complaints... A Quality Opportunity

Service Recovery

Facilitation

An organisation's staff drive the programme. Clear, concise and easy to administer, each exercise is designed to be introduced by team leaders, supervisors, managers or training specialists. Average time per exercise is one hour. Leader's Notes and Guides are available to assist an organisation in designing and conducting its own customer service programmes. If required, Human Synergistics can also provide training for the facilitators and on-going consultation support for their customer service improvement efforts.

Materials

Several levels of support materials exist for the Quality Customer Service Series™.

Leader's Notes are available for each exercise. These outline the special characteristics of the exercise and offer specific facilitation hints.

Leader's Overview Folder summarises the most important aspects of the series and provides a convenient storage for Leader's Notes and exercises.

Leader's Guide provides more in-depth information. Philosophies and theories behind the service series are outlined, as are examples of quality improvement programmes which have utilised these exercises.



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