

# The Service Excellence Seminar

## Gaining and Maintaining the Competitive Edge

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### What is Service Excellence?

The Service Excellence Seminar aids organizations in defining an overall service quality improvement process. Everyone is familiar with the concept of external customers who purchase products and require service. But the Service Excellence Seminar goes a step further by defining *internal* customers as colleagues and co-workers. This helps participants learn the skills and develop the motivation to service both these internal customers as well as external customers in a spirit of cooperation, effectiveness, and caring. This process has a profound effect on an organization's long-term success. The Service Excellence Seminar gives organizations a set of tools to face the future and its many competitive challenges with confidence while also creating a meaningful and more fulfilling workplace.

Through a structured series of learning activities, participants examine current levels of service and determine ways to build improved customer service directly into the organization's core value system in order to provide service by *design*. The grand scheme behind service by design is the prevention of poor service experiences and the start of a continuous cycle of improvement. The learning continues through an exploration of service by *recovery* and the techniques to turn service problems into powerful, positive customer experiences. This creates an atmosphere where employees are empowered to handle service interactions at the initial contact rather than waiting for "approval" by supervisors or managers.

Building a service excellence culture means looking at the company from the perspective of the customer, concentrating on areas for improvement and recognizing those "moments of truth" where personnel really have a chance to make an impression on the customer—the moments (positive or negative) the customer will remember.

### Expect Results from the Service Excellence Experience

The systematic approach of Service Excellence takes an organization from defining and committing to excellent service all the way through to measuring and celebrating achievement:

1. Making a service commitment
2. The cycle of continuous improvement

3. Creating and implementing a sound recovery strategy
4. Listening to customers and acting on feedback
5. Management's role in creating service excellence
6. Developing Autonomy with Accountability
7. Measuring service performance
8. Celebration—catching people doing something right!

### Who Can Benefit?

Anyone who deals with external customers, internal colleagues, or other departments can benefit from Service Excellence: sales and marketing managers and personnel, customer relations personnel, sales and customer support representatives, and top-team executives who want to set company-wide standards of excellence in external *and* internal customer service.

### Seminar Goals

The goals of Service Excellence are simple, but their achievement has far-reaching effects:

- Provide a picture of what an ideal customer service organization looks like.
- Define the gap between your organization's actual service and the ideal picture.
- Determine what steps are necessary to close the gap between actual and ideal customer service.
- Begin to develop a service commitment plan for your organization.

### Service Excellence Across the Whole Organization

Service Excellence is available in both a 2-day and a 1-day format. The 2-day seminar is geared toward service leadership—managers, supervisors, and top-team people who define and set the standards for service excellence in the organization. The 1-day seminar is designed to follow for front-line personnel who deal directly with customers (external and internal) on a daily basis.

Service Excellence hours typically run from 8:00 a.m. until 5:00 p.m. An optional 3-hour evening session introducing Grid theory is available for the evening of day 1 of the 2-day seminar.

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