

Leading for Stellar Service®

Service

Ensuring stellar service takes its rightful place at the fore-front of your efforts to achieve business results

“Failing to collect and analyze consumer information that highlights key emotive factors present during key interactions is throwing away the opportunity to increase the value of the service and take market share.”

— IBM, *Consumer Experience Survey*

“Many companies make the mistake of overinvesting in humdrum transactions but fail to differentiate them-selves in the customer experiences that really matter.”

— McKinsey & Company, *The “Moment of Truth” in Customer Service*

The good news is the emotional brand messages your organization sends to the market are working. Your customers want to feel that way about the experience that you promised. Yet research shows most business leaders do not follow through with what is promised in their brand messages. Instead, they focus only on operational performance, investing in efficiency and speed—and then becoming frustrated when those investments don’t earn the anticipated customer loyalty.

Ask yourself: What will differentiate my organization and ensure the highest return on investment? Of course, increased efficiency, speed, and price are vital—but they are advantages your competitors may be able to match. What you need to do is thoughtfully analyze the customer experience—from your customer’s perspective—to identify and improve those defining moments most important to them.

Determine what actions you can undertake that will have the biggest impact on customer emotional response. Call it “bang for the buck” or “alignment” or “problem solving,” but it really is just customer service improvement done systemically and systematically.

Leading for Stellar Service® is the organizational workshop of the *Achieving Stellar Service*® Experiences system. This is not customer service skills training for senior- and mid-level managers. This workshop helps senior- and mid-level managers translate your organization’s service brand strategy into actual plans, tools and standards. They come back to work committed and better equipped to direct resources (human, financial, policies, and systems) to yield the greatest return as measured by increased customer and employee retention, more revenue from existing customers, additional referrals of new customers, and an improved reputation in the marketplace.

Benefits

Leading for Stellar Service® capitalizes on everything AchieveGlobal has learned about product design, learning methodology, technology, senior-level audience needs, market evolution, global adaptation, and systemic thinking.

During the workshop, participants will take part in engaging individual and group activities, partner discussions, video demonstrations, and large group discussions. Much of the learning occurs when participants are immersed into an in-depth business simulation, becoming managers of an imaginary company facing real-life challenges. They have fun as they gain familiarity and confidence with the new concepts and tools. Participants immediately begin to apply the tools during the training itself, using data

they gathered from employee and customer surveys assigned as prework.

Senior- and mid-level managers leave the workshop with tools, discussion guides, and supplemental reading to help them continue learning and applying the tools while sharing what they’ve learned with others in their department or company.

Content & Outcomes

Leading for Stellar Service® (16 hours classroom)

The purpose of this workshop is to provide strategies and tools for creating the systems and an environment that will allow your employees to deliver stellar experiences that result in customer loyalty. Participants will be able to:

- Apply key concepts that form the foundation for stellar service.
- Create a service commitment that serves as the framework for all service actions, decisions, and standards:
 - Who is my key customer segment?
 - What do I do for them?
 - How do I want them to feel about the service I provide?
- Use customer feedback to create a Customer Experience Roadmap, and then redesign the interaction to align with the service commitment.
- Create a service culture and service standards in areas that matter to customers (who do I hire, how do I develop them, what are our policies and goals).
- Prepare to apply the tools on the job with subordinates.

Implementation

Audience: Senior, experienced leaders responsible for managing a department or division. Leaders should be familiar with the experience each customer has when interacting with the organization so they can offer examples during the program. Ideally, 4-5 participants would be from the same division or work together regularly as a team.

Length: Two full days (not available in modular or spaced delivery)

Format: Classroom-based, executive-level workshop that incorporates a media-rich presentation. Each design choice was made to best meet the needs of the course's target audience and then tested rigorously with that audience in leading companies around the world.

Class size: 15 participants

Instructor: AchieveGlobal training performance consultant

A Systemic Approach

Achieving Stellar Service® Experiences is a comprehensive training system designed to provide a range of critical service skills vital to customer satisfaction, loyalty, and organizational success. The system's modular design allows participants to learn a range of skills—foundational, situational, incremental, supportive, organizational, and strategic—in the most effective and efficient way possible. The five workshops in the system build on one another to offer training solutions at every level, thus aligning service strategies with service behaviors throughout an organization.

About the Miller Heiman Group

The Miller Heiman Group helps you compete for high-value, business-to-business sales development strategies, processes and skills to consistently win business—especially when the sales process is complex and the marketplace is demanding.

MHG is the world's largest sales performance consulting and training firm, and quite simply, nobody knows sales performance better than we do.

