

TRAINING



The most innovative, flexible, comprehensive and proven customer service product system ever created

The Service Difference System

Service is service is service—until your *entire* organization has a common understanding of and commitment to making a real and lasting difference with your customers.

By now you've tried *something* designed to help your organization achieve business results faster and more cost-effectively than your competition.

Whether it was a simple process redesign or a complex reorganization, there's a good chance that—although it affected your bottom line in some positive fashion—you're still missing the one ingredient key to making a real and lasting difference in the way your *entire* organization works, thinks and behaves to achieve business results.

That critical ingredient is The Service Difference, a customer service product system that reflects the best of everything AchieveGlobal has learned in the past 25 years about improving service. It incorporates new research that validates long-standing concepts and includes new content areas that position all service providers for success in the next century.

Make the connection

The Service Difference—created in partnership with more than 200 leading organizations around the world—helps learners develop a range of critical service skills and establish an authentic human connection with customers.

Participants return to their jobs not only committed to helping you achieve business results, but also equipped with the skills and strategies necessary to *follow through* on that commitment. You'll see an immediate, positive and lasting difference in your efforts to:

- improve customer loyalty and enhance customer satisfaction
- differentiate yourself in a highly competitive market
- reduce transaction time and increase productivity
- manage customer experiences with efficiency and care
- improve service provider morale and commitment

The system's modular design allows participants to learn a range of skills—foundation, advanced and specialized—in the most effective and efficient way available. The seven flexible modules can easily be mixed and matched with each other (to address unique audience needs), as well as with AchieveGlobal programs such as Quality Service Skills, Achieving Extraordinary Customer Relations and Leadership for Results. The time invested in training depends on *your* needs.

To ensure the skills are learned, retained and used to make a significant difference with customers, The Service Difference system includes consulting tools and services, measurement, a variety of delivery options, job aids and reinforcement.

Whether you already have a service initiative under way or are ready to begin a new one, you need The Service Difference!

Making the Difference With a *Total* Solution

Consulting Services

From helping clarify your strategy to gathering actionable customer feedback, from evaluating your cycle of service to maximizing the impact of your training initiative, our experienced team of consultants can be instrumental in helping you achieve the business results you're working toward. Contact your AchieveGlobal representative for details on any of our consulting services.

Measurement

SERVE™ Competency Needs Assessment. Start measurement before training begins with this tool designed to identify service skill gaps so you can select, sequence and prioritize the elements—including training, process improvement and recruiting—of your implementation. Two perspectives are available: service provider and manager or supervisor. Respondents rate how well they (or their employees) demonstrate certain behaviors and how important those behaviors are to the organization.

The SERVE™ Competency Needs Assessment is available as a paper document you can hand out at a meeting and in two electronic formats—for e-mail and for web-based use. This choice of media makes it easier to expand the respondent pool, helping to assess specific departments and groups while building organizational buy-in.

Level 1 and Level 2 measurement tools: Both Level 1 and Level 2 measurement tools are available in printed and electronic format. They can be duplicated and used to gather post-training results.

Level 3 measurement tools: Pre- and post-training surveys are available as paper documents you can hand out at a meeting and in two electronic formats—for e-mail and for web-based use. This choice of media makes it easier to expand the respondent pool and helps evaluate participant, peer and manager perceptions of behavior change as a result of training. A customizable call monitoring form also is available to measure behavior change.

Level 4 measurement tools: Level 4 measurement is available through AchieveGlobal's consulting group. Contact your AchieveGlobal representative for details.

Training Modules

Reaching for Stellar Service

To provide the type of exceptional service that creates true customer loyalty, service providers need not only robust interpersonal skills, but also a positive can-do attitude, an understanding of the larger organizational context they work in and a commitment to making excellence their everyday service standard. Participants:

- explore how customers define stellar service, the challenges of delivering such service and how it adds value to every interaction
- learn the key moments of truth in a customer interaction
- gain an appreciation of their own strategic importance and their role in building customer loyalty
- plan for their own success in delivering the five service qualities customers expect

Connecting With Customers

Providing stellar service isn't just about business, it's also about people—and the ability to connect with each customer on a human level. Not even the most timely, accurate, thorough service will win customer loyalty unless they also feel recognized and valued as unique individuals. The service provider's ability to communicate these feelings is at the core of stellar service. Participants:

- learn when and how to make a human connection with each customer, even in brief interactions
- discover how to consider each service situation from the customer's point of view
- practice using positive, service-oriented language, projecting a positive attitude and a willingness to help, and listening to show interest and respect for unique customer needs
- plan ways to tailor these skills to their own style to ensure their customers always receive authentic, individualized service

Guiding Customer Conversations

On any given day, service providers must be prepared to handle a wide range of customer interactions: simple to complex, clear to confusing, informational to emotional. It's the service provider's job to ensure each transaction reaches a purposeful and satisfactory conclusion, and that the customer feels well treated and cared for every step of the way. Participants:

- discover the four common parts of a service conversation and the four expectations customers bring to every interaction
- learn to manage any customer interaction with confidence
- explore how to use questions to uncover and confirm customer needs and present information in a positive way
- learn to guide customer conversations from beginning to end, tie up loose ends and conclude on a productive, upbeat note

Healing the Customer Relationship

Serving customers who are frustrated or angry is a challenge for both new and experienced service providers. Working with a customer who has had a bad experience demands extraordinary patience and tact. Research shows, however, that the effort can not only restore that customer's loyalty, but it also can create an even stronger relationship. Participants:

- identify what sets customers off and discuss the positive potential in negative customer experiences
- learn four guidelines for restoring trust and confidence in customers who are angry or frustrated
- explore techniques for managing their own reactions in difficult situations
- discover how to turn things around after a service breakdown and make goodwill gestures to encourage customers to return

Serving a World of Customers

In a world of stellar service, there's no room for a one-size-fits-all approach. Each customer is different and deserves to be treated with his or her unique differences clearly in mind. Four key differences that can affect a customer's service needs are physical ability, language ability, culturally dictated expectations and familiarity with technology. Participants:

- understand the importance of providing helpful, sensitive service to all customers—whatever their differences happen to be
- discuss the dangers of stereotyping customers
- learn to recognize cues that may point to special customer needs and ask respectful questions to clarify those needs
- discover how to generate options and take action once special needs are identified and recover quickly when their well-meaning efforts have an unwelcome effect
- plan to apply a process that builds loyalty in customers with special needs

Meeting Unspoken Customer Needs

One of the most effective ways a service provider can delight customers and create long-term loyalty is to uncover and meet unspoken, but very real, customer needs—needs that customers never knew they had or never even considered raising. Service providers need both the conceptual background and the skills required to meet unspoken needs creatively and cost-effectively. Participants:

- learn five categories of cues that indicate unspoken needs and four criteria for effectively meeting those needs
- discover practical methods for identifying and interpreting potentially useful data
- learn how to ask respectful questions to uncover or confirm an unspoken need and gain customer confidence by using positive, service-oriented language
- plan to apply a process that meets unspoken customer needs in ways that yield the greatest benefit at the least cost to both the organization and the customer

Resolving Issues That Impact the Customer

Disagreements among service providers can threaten the quality of service customers receive. In today's flatter, more collaborative workplace, a supervisor may not always be available to step in and resolve matters. Participants:

- understand the negative impact unresolved issues among co-workers have on customer loyalty
- learn to resolve disagreements and remove barriers to make working relationships more smooth and productive
- practice preparing for a meeting with a co-worker to resolve an issue, conducting a constructive dialog and developing a shared plan for working together smoothly in the future
- plan to apply a process for resolving issues that have a negative impact on customers

Program Specifications

	<u>Classroom Instruction</u>	<u>Web-based Training</u>
Audience	All employees, from the front line to the executive level	All employees, from the front line to the executive level
Length	Modules vary from 3 to 4 1/2 hours each. Follow-up session is 1 hour.	Self-paced modules vary from 1 to 2 hours each. Course can be completed over multiple sessions.
Certification length	Varies; ask your AchieveGlobal contact	Not applicable
Format	A highly interactive, varied learning process ensures skill acquisition. Instructional activities include experiential and discovery-based learning, video exercises and modeling, small and large group activities and discussion, assessments, simulations, role plays and skills practice.	Courseware includes streaming audio, photographs, a high level of interactivity. Various activities for both new and experienced users, including: quizzes, self-reflection opportunities, application and practice activities in a variety of contexts. Includes a just-in-time review of the skills, models and language.
Materials	Facilitators: facilitator guide, workbooks, charts, video, activity supplies. Participants: participant workbook, job aids	Not applicable
Instruction	An AchieveGlobal Training Performance Consultant or your own AchieveGlobal-certified facilitator	Self-paced interactive courseware
Class size	12 to 15 participants	Individual

Classroom Instruction (continued)

Web-based Training (continued)

Versions	The Service Difference was developed and tested to work in a broad range of industries and contexts.	The Service Difference was developed and tested to work in a broad range of industries and contexts.
Platform	Classroom with 4-person table groups (preferred) and open space for activities. VHS videoplayer and monitor.	Follows industry standards and is designed to be compatible with most systems and web browsers: Macromedia Flash 4.0 running on Internet Explorer 4.x, 5.0 or Netscape Navigator 4.x. Compatible with major learning management systems and AICC standards. Requires sound system.
Job aids	Each facilitator-led module's workbook has perforated job aids—large, usually full-page cards—designed to be pinned by the phone or wherever they'll be seen back on the job. The cards—in a size and format our research shows service providers prefer for ease of use on the job—list key skills, models and other reminders of what was learned in class.	Reference tools for just-in-time use can be printed or used online.
Customization	The discovery- and activity-based design of The Service Difference ensures the standard activities, exercises, practices and role plays aren't just customized for your company, they're customized for <i>each</i> specific learner. Learners choose to work out challenges and situations unique to them, and these "real-life" examples are built in at no additional cost. If you want to formally customize the product—to include company-specific role plays, policies or goals—our custom development team has a quick and efficient process to fill your request.	Content customization is available on request. Ask your AchieveGlobal contact for details.
Tailoring	Another value-added feature is the ability to tailor your training curriculum to meet the needs of a certain audience by choosing a unique combination of modules. This is especially powerful if you have employees who already have some service training but would benefit by filling in some gaps or extending their abilities in a certain direction. In addition to the wide variety of skills offered in The Service Difference itself, the modules also can be combined with other AchieveGlobal products (such as sales or leadership training) to create a customized curriculum.	Another value-added feature is the ability to tailor your training curriculum to meet the needs of a certain audience by choosing a unique combination of modules. This is especially powerful if you have employees who already have some service training but would benefit by filling in some gaps or extending their abilities in a certain direction. In addition to the wide variety of skills offered in The Service Difference itself, the modules also can be combined with other AchieveGlobal products (such as sales or leadership training) to create a customized curriculum.

Reinforcement

Facilitator-led reinforcement. This powerful component is printed in each module's facilitator guide or is available separately for organizations using web-based modules. It is a fully scripted lesson plan for a one-hour follow-up skills practice session designed to provide learners additional opportunities to practice their new skills after some on-the-job application. It also serves as a perfect opportunity for learners to review their skills while comparing notes with and learning from each other. This session can be used after any classroom or web module and can combine skills from multiple modules for cumulative skills practice.

About AchieveGlobal

AchieveGlobal is the world leader in helping organizations translate business strategies into business results by developing the skills and performance of their people. Our learning-based solutions focus on skills training and consulting services in sales performance, customer service, leadership and teamwork.

With offices throughout North America and a presence on every continent, we serve more than 70 countries, and offer programs and services in more than 40 languages and dialects. We continually adapt and translate our programs and services to meet the needs of global cultures.



achieveglobal

Learning that works

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Also printed in each module's facilitator guide are reinforcement messages such as self-assessments, quotes, challenges and crossword puzzles. These messages can be photocopied and distributed to learners after class, or facilitators can go to our web site and download electronic versions (using the Adobe Acrobat PDF format), which they can attach to e-mails or cut and paste into e-mails to learners.

Manager-led reinforcement. To be effective, training often requires direct manager reinforcement and the manager's help in applying or translating a skill to fit a specific department or group. To support each module of The Service Difference, we offer training kits designed for a manager, team leader or even an assigned team member to easily deliver in 20- to 30-minute sessions.

Each Training Review and Reinforcement (TRR) kit contains from three to six sessions, depending on the module it supports. A session reviews the module's content, challenges participants to use the skills on the job, and helps them tailor and apply the skills to their specific jobs. Because they are fully and simply scripted, most anyone can deliver a TRR session.

The TRR kits have three parts. The first is a short review of basic facilitation skills designed to help the presenter understand the script and present with confidence. The second part is the script itself. Formatting is intuitive and simple, so no certification is required. The third part is a set of reproducible handouts. One TRR kit can train an unlimited number of participants, as often as desired, for as long as you'd like. As long as you don't copy the scripts themselves, you can share one kit with multiple managers (for ease and overall effectiveness, however, it is best to have one per manager or team).