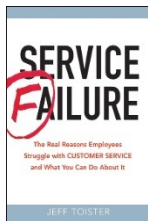


Five Hidden Obstacles to Outstanding Service

What's the secret to providing outstanding customer service?

With countless books written on the subject and many success stories to draw from, it seems like customer service should be obvious. However, new research reveals that even the best employees face hidden, unusual, or even counterintuitive obstacles that make it difficult to serve customers at the highest level.

Overview



Based on the book, *Service Failure*, the presentation utilizes experiential activities to help participants experience each performance barrier first-hand so they truly understand the challenges faced by employees.

Practical solutions and real-life examples are provided to help participants generate actionable ideas that can be implemented in their own organizations.

Takeaways

Participants will gain the following:

- Experience five hidden obstacles to outstanding service.
- Identify practical solutions for overcoming each obstacle.



About Jeff Toister, CPLP, PHR

Jeff is the author of *Service Failure: The Real Reasons Employees Struggle with Customer Service and What You Can Do About It*. His company, Toister Performance Solutions, help clients improve customer service.

Jeff is a dynamic and engaging speaker and a nationally-recognized employee training expert. He is a regular contributor on the Salesforce blog and in 2013 was named to the #CustomerService100, a list of the most influential customer service professionals on Twitter.

Jeff has a Certified Professional in Learning and Performance (CPLP) credential from the American Society for Training and Development and a Professional Human Resources (PHR) certification from the Human Resources Certification Institute. He is a Past President ASTD's San Diego chapter, where he received the WillaMae M. Heitman Award for distinguished service.