No matter how big your company, no matter what your business, exceptional customer service can be the difference that delivers a competitive edge. This program will teach your customer service employees how to maximize your revenue by treating your customers like the valuable asset they are.

Rethinking Customer Service

“Most companies today are not structured to deliver quality customer service...Because their management models were developed in the Industrial Era. Different models are needed for a transparent real-time world.”

RICK BARRERA

Key Concepts

Too may managers focus on the cost of delivering outstanding customer service rather than looking at the profit it can generate.

- For customer service to drive revenue, margin and profit, your company must develop a reputation for delivering outstanding customer service.
- To develop a reputation for service, it must be consistently delivered at every customer touch point by every employee.
- Today’s customers focus on the total experience, not just the product or service.
- Every customer contact creates a “Moment of Mediocrity,” a “Moment of Misery” or a “Moment of Magic.”
- Profitable service means taking advantage of the sales opportunity in every service situation.
- Service people must understand that although the customer may not always be right, they are always the customer.
- A fresh look at Nordstrom, Disney, Google, Amazon, Four Seasons and other, models of exceptional customer service: how they recruit, train, coach and motivate for outstanding, consistent customer service.
- The five key future trends for service.
Audiences
This topic is essential for all business audiences because everyone in the organization must understand that the customer is the ultimate boss. Each presentation will be custom tailored to address the specific needs of your organization, people and industry. This program works equally well with large audiences in a general session format or with small groups in a breakout or workshop setting. Many organizations have separate sessions for each level or function in the organization to address their specific issues and concerns.

Participants Learn
- Why exceptional service has become so critical to survival.
- The importance of delivering consistent outstanding customer service.
- How to handle the natural conflict between operations and marketing.
- How to recruit, train, coach and motivate front line people who will deliver consistent, outstanding customer service.
- How to organize to deliver exceptional customer service.
- What it means to create a “customer experience”
- How to create “moments of magic”
- How to turn “moments of misery” into “moments of magic”
- How to identify and take advantage of sales and serve opportunities.
- How to handle difficult, demanding and complaining customers.
- How to profit from five key trends in service delivery.

Alternate Titles
- The Dollars and Sence of Exceptional Service Delivery
- How to use Exceptional Customer Service as a Competitive Weapon.
- How to Profit from Exceptional Customer Service.
- The Sales-Service Connection.
- How to Create Profitable Moments of Magic for your Customers.
- Why you want to create demanding, difficult and complaining customers.
- How to shift from an operations-driven culture to a marketing-driven culture.
- How to break through the barriers that keep you from being customer-driven.

Formats
Keynotes, Breakouts & General Sessions – 90 minutes to 3 hours
Workshops / Retreats – 3 to 6 hours
Customized, long term culture shift programs are also available.

NOTE: BECAUSE EACH PROGRAM IS HIGHLY CUSTOMIZED TO THE SPECIFIC NEEDS OF YOUR AUDIENCE, YOUR INDUSTRY AND THE MARKETPLACE, CONTENT CAN VARY SIGNIFICANTLY.