

ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE

John Tschohl "Creating a Customer Experience"

One or Two Day Seminar



THE SERVICE STRATEGY

- Building a Brand Around Customer Service
- A Strategic Weapon - Differentiation Strategy
- Steps Critical to Driving a Service Culture
- Build Market Share and Market Dominance
- Crush the Competition

e-SERVICE

- Eat or Be Eaten
- Speed, Price and Service
- e-Commerce: How to Survive and Grow
- Role Models: Amazon, LL Bean, Go Daddy

THE LEADERSHIP CHALLENGE: HOW TO KEEP CUSTOMER SERVICE QUALITY ON TRACK

- Developing a Customer-Focused Corporate Culture
- The Key Ingredients for Absolute Superior Service
- Effectively Model Visions, Values and Behaviors

CUTTING COSTS

- Secret Strategy of Service Leaders
- Eliminating Waste and Costs
- Why Price is Critical to Build Value

ADVANCED TECHNIQUES FOR BUILDING CUSTOMER SATISFACTION

- Lessons Learned From World-Class Leaders: Amazon, Costco, Southwest Airlines, Vail Resorts, Apple
- Developing the Attributes Displayed by World-Class Service Quality Leaders: Metro Bank London, Wilderness Safari Africa

SPEED: DO IT FAST, DO IT NOW & DO IT RIGHT

- Creating a Speed Mindset
- Eliminating Barriers to Speed
- Keep Promises and Over Deliver

DON'T HIRE EMPLOYEES WHO HATE CUSTOMERS

- Selecting the Very Best Employees
- Powerful Techniques on How to Motivate and Improve Morale
- Developing and Keeping High Performing Employees
- Terminating Non-performing Employees

SOCIAL ECONOMY

- Poor Response can Kill You
- Facebook, Twitter, Google, Trip Advisor
- Damage Control Skills

EMPOWERMENT: A WAY OF LIFE

- 3 Reasons Employees Do Not Use Empowerment
- Creating Millions of Overhappy Customers
- Bending the Rules to Keep Customers
- How to Create an Empowered Culture
- Without Empowerment You'll Never Be a Service Leader

DESIGNING EFFECTIVE QUALITY TRAINING TOOLS

- Key Critical Design Features
- How to Motivate Employees to Care
- Techniques on How to Change Attitudes and Behaviors

SERVICE RECOVERY

- The Art of Keeping Unhappy Customers
- Four Techniques That Work
- Moving Heaven and Earth
- Learn How to Take Unhappy Customers in Sixty Seconds From Hell to Heaven

CUSTOMER RETENTION

- Customer Satisfaction Research, Surveys, Mystery Shops
- Your Defection Rate
- Wow The Customer