



# Customer-Centered Service Seminar



## Curriculum Overview

- completely customizable to Client needs

### Timing

Half-day seminar and so 230 minutes of learning (assuming 1 x 10min break)

### Core Objectives

- For Participants to see how their own perceptions and behaviors have a profound impact on the level of (internal and external) customer service they choose to provide.
- For Participants to understand why some customers don't return and then identify and practice specific perceptions and behaviors to sustain remarkable, (internal and external) customer service.
- For Participants to identify the root cause of customer issues and to be able to easily categorize them into one of four areas for resolution.
- For Participants to apply proven strategies to deal with; demanding and domineering customers; indecisive customers; dissatisfied customers; rude and inconsiderate customers and talkative customers.
- For Participants to discuss the concept of a personal brand and identify their own attributes; which, when applied consistently, authentically and positively prove to be an asset to the organizational brand in its commitment to serve its customers superbly well.

### Outline\*

Module	Title	Time
Module 1	Introductions, Objectives and Ground Rules	15 minutes
Module 2	Perception + Behavior = Results	15 minutes
Module 3	Customer-Centered Perceptions and Behaviors	70 minutes
Module 4	Resolving the Root Issue	40 minutes
Module 5	Serving Difficult Customers	60 minutes
Module 6	Personalizing the Organizational Brand for Service	20 minutes
Module 7	Summary, Additional Resources and Evaluations	10 minutes

\*10mins break in the middle of Module 3



## Module Summaries

### Module 1 - Introductions, Objectives and Ground Rules (15 minutes)

Objective: Participants feel welcome to the seminar with all potential distractions removed (wondering about subjects, cell phone usage and breaks etc). Participants sense a safe learning environment that is collegial, interactive and purposeful. This section will include a brief overview of the seminar objectives.

Lesson 1	Introductions	5 minutes
Lesson 2	Objectives	5 minutes
Lesson 3	Ground Rules	5 minutes

### Module 2 - Perception + Behaviors = Results (15 minutes)

Objective: For Participants to see how their own perceptions and behaviors have a profound impact on the level of (internal and external) customer service they choose to provide.

Lesson 1	The 'Perceptions + Behaviors = Results' (PBR) Model	5 minutes
Lesson 2	Discussion of the PBR Model	10 minutes

### Module 3 - Customer-Centered Perceptions and Behaviors (70 minutes)

Objective: For Participants to understand why some customers don't return and then identify and practice specific perceptions and behaviors to sustain remarkable, (internal and external) customer service.

Lesson 1	Why Some Customers Don't Return	15 minutes
Lesson 2	Olympic Level Service (Satisfy + Exceed + Anticipate)	25 minutes
Lesson 3	Language that Serves	30 minutes

\*10mins break in the middle of Module 3

### Module 4 - Resolving the Root Issue (40 minutes)

Objective: For Participants to identify the root cause of customer issues and to be able to easily categorize them into one of four areas for resolution.

Lesson 1	The 'Fault / Severity' 4-Box	5 minutes
Lesson 2	Real-World Application (recent and current issues)	30 minutes
Lesson 3	Personal Application	5 minutes



seminars



keynotes



coaching



online

## Module 5 - Serving Difficult Customers (60 minutes)

Objective: For Participants to apply proven strategies to deal with; demanding and domineering customers; indecisive customers; dissatisfied customers; rude and inconsiderate customers and talkative customers.

Lesson 1	Seek First to Understand, Then to be Understood	2 minutes
Lesson 2	The Difficult Customer Quiz	13 minutes
Lesson 3	Serving: demanding and domineering customers Serving: indecisive customers Serving dissatisfied customers Serving rude and inconsiderate customers Serving talkative customers	Initial 5mins then 5 debriefs of 7mins each = 40 minutes
Lesson 4	Conclusion	5 minutes

## Module 6 - Personalizing the Organizational Brand for Service (20 minutes)

Objective: For Participants to discuss the concept of a personal brand and identify their own attributes; which, when applied consistently, authentically and positively prove to be an asset to the organizational brand in its commitment to serve its customers superbly well.

Lesson 1	What is a Personal Brand?	5 minutes
Lesson 2	What are your Personal Brand Attributes?	12 minutes
Lesson 3	What are the Organizational Brand Values?	3 minutes

## Module 7 - Summary, Additional Resources and Evaluations (10 minutes)

Objective: The learning is summarized and additional resources are recommended to the Participants, who share key learnings and evaluate the practical benefits of the seminar.

Lesson 1	Summary and Additional Resources	5 minutes
Lesson 2	Evaluations	5 minutes

