

Service Excellence Refresher Workshop

10 min.

Welcome – Session Overview

- “In this workshop we will:”
 - Discuss progress made with the service initiative.
 - Review core elements of the initiative.
 - Discuss taking customer service to the next level.
- Table activity – Best example of creating a great customer experience since launch of the initiative.

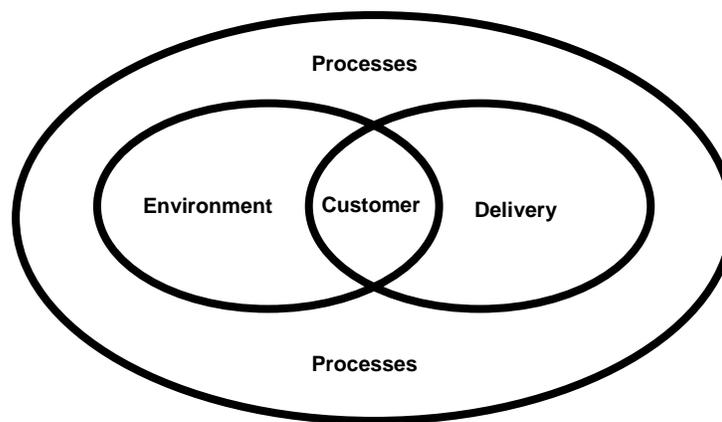
10 min.

Progress to Date

- Overall purpose of the initiative.
- What the Service Improvement Team has accomplished.
 - Business results.

20 min.

Review of the Service Excellence Model



- Customer – look at everything “through the lens of the customer.”
 - Examples of “through the lens of the customer” behaviors.
 - Pop up examples from participants.
- Environment – pay attention to detail because, “everything speaks.”
 - Examples of how “everything speaks” applies to your work environment.
 - Pop up examples from participants.
- Delivery – create a wow.
 - Examples of creating customer wows.
 - Refer to examples from opening activity.
 - Additional pop up examples from participants.

20 min.

Service Philosophy and Standards

- Contest for correctly reciting the Service Philosophy and Standards word-for-word.
- Table activity applying each of the standards to the specific roles of

- participants.
- Group report outs.

5 min.

Brief Recap of the Leadership Actions

1. Service Improvement Team
2. Service Improvement Core Tools
3. Communication
4. Training and Education
5. Interviewing and Selection
6. Measurement
7. Recognition
8. Service Obstacle System
9. Accountability

45 min.

Participant Rating on Success of Leadership Actions 3-10

- Flipchart pages taped to wall with Leadership Actions (Flipchart Example).

How effectively have we communicated the elements and importance of service excellence on a regular basis?

Not effectively at all
Somewhat effectively
Extremely effectively

How effectively has our organization identified and addressed obstacles to the customer experience?

Not effectively at all
Somewhat effectively
Extremely effectively

- Provide each participant with enough “sticky dots” for each of the Leadership Actions.
- Have each participant place a sticky dot on the charts where they feel current organizational performance lies.
- Facilitate discussion around trends/patterns that appear from the input.
- Based on the discussion and input, what top three actions should the Service Improvement Team take to elevate service to the next level?
 - Table discussion.

- Group report out.
- Personal Application – What three things are you willing to do to take customer service to the next level in your own performance?
 - Individual report out from 2-3 volunteers.

10 min.

Conclusion/Next Steps

- Review strategy for moving forward.
 - Leadership Actions still to be implemented.
 - Evolution of Service Improvement Team.
 - Planned activities.
 - Workshop wrap-up and call to action.

2-hrs total