Frontline Level
Service Improvement Training Agenda

15 min.  Welcome/Opening
• Service-oriented participation activity.
• Objectives of the service improvement process.
• Overview of the service improvement process to date.
• Significance of the process to the company and employees.

10 min.  Introduction of the Customer Service Model

20 min.  The "Lens of the Customer"
• Definition of the "lens of the customer."
• Interactive case study identifying behaviors that demonstrate an understanding of the customer’s lens.
• Service mapping.

20 min.  "Everything Speaks"
• Definition of "everything speaks."
• Interactive identification of environmental distracters.
• The everything speaks checklist.

20 min.  “Creating Service Wows”
• Service wows in the real world.
• Interactive identification of behaviors that frustrate customers.
• Participant discussion of local best practices for exceeding expectations.

20 min.  Introduction of Service Philosophy and Service Standards
• Quick overview of the Service Philosophy and Service Standards.
• Interactive exercise applying the standards to specific situations.
• Individual action plans.
• Personal application of the Service Standards.

15 min.  Interactive Review of Content/Next Steps

2-hrs total

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