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).

<table>
<thead>
<tr>
<th>Not effectively at all</th>
<th>Somewhat effectively</th>
<th>Extremely effectively</th>
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How effectively have we communicated the elements and importance of service excellence on a regular basis?

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

- 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