

# Customer Service Edge Training™



## Exceed Your Customer's Expectations

Research indicates that up to 80% of all customers who leave for a competitor report having been satisfied with the previous company. In today's business environment, companies are realizing that a satisfied customer is not enough. Signature Worldwide's **Customer Service Edge™** is an organization wide approach to creating a customer service culture that turns satisfied customers into loyal customers.

**Customer Service Edge** is a fun, unique and empowering training solution. Our two-part training focuses first on giving frontline and support staff the training, motivation and confidence they need to make every customer experience an exceptional one. Through a variety of techniques staff will learn how to:

- Help the customer and create immediate and lasting legendary experience
- Act on customer requests in a service-honoring way
- Handle challenging situations with winning results

By using **Customer Service Edge** to improve customer impressions from the beginning of the interaction to the successful resolution or completion of the request, your employees, your customer and your business will benefit. Our second phase of training engages supervisors and managers and builds on the service training. The primary focus is on communication and feedback. Supervisors and managers learn how to:

- Recognize great behavior
- Deliver constructive feedback
- Reinforce skills trained

### Description

Signature's **Customer Service Edge™** program includes an assessment defining the culture, standards and processes of the company from the employee perspective. The assessment begins with a meeting including the company stakeholders and determines the level of tailoring or customization of the training content.

Signature will teach your staff our proven "Magic Formula" and nine non-negotiable service skills to help associates more consistently delight your customers. Training focuses on the four concepts of **connect, discover, deliver value, and provide a legendary close**. With this program, participants learn to impact customer impressions, while increasing repeat business and service scores.

### Who Should Attend?

- Frontline Customer Facing Employees
- Counter Personnel
- Service Staff
- Back Office Staff

### Supervisor and Management Staff

- Service Supervisors
- Department Managers
- General Managers

### Program Outcomes

- Improved ability of the staff to handle customer requests and problem resolution in a way that guarantees customer satisfaction
- Increased employee commitment to delivering legendary service at every customer touchpoint
- Greater staff confidence to build rapport with customer during in-person interactions
- Consistency in customer service standards/skills and improved customer satisfaction ratings
- Enhanced customer experience resulting in increased customer loyalty
- Differentiate yourself from the competition



# Training Agenda

**Introduction** Welcoming activity and an overview of the session

**Legendary Service** Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed

**Power to the People** Tips on providing the customer value. Define the four key concepts of service

**Reality Trip** Reviewing a typical customer interaction and identify the customer service skills that are effectively used and areas where improvement can occur

**Connecting with the Customer** Insuring that the interaction starts in a positive and professional manner

**Discovering and Gathering Information** Tips and process for ensuring understanding of prospective customer's needs

**Skill Practice** Practical role plays and other activities to apply the skills

**Delivery Value** Identify key behaviors for delivering value during prospective customer interactions and which set your organization apart from the competition

**Skill Practice** Practical role plays and other activities to apply the skills

**Closing Strategies** Tips on showing appreciation and setting expectations which further customer relationships and create legendary lasting impressions

**Skill Practice** Practical role plays and other activities to apply the skills

**Next Steps** Opportunities to deliver additional legendary service are introduced. Discuss the components of Signature's ongoing reinforcement program

## **Ongoing Reinforcement and Measurement**

The success of any skill-based training program is directly dependent on the quality of support offered to trained employees after the initial event. Employees must be continuously measured, evaluated and coached to help them integrate new skills into their replicable behaviors. Our reinforcement programs are designed to do just that, and your personalized program will include some, or all, of the following components:

### **Group Program Driver Sessions**

Account management team member will facilitate a program driver session with designated company management team members to discuss engagement, performance results, best practices and areas of focus moving forward.

### **Customer Experience Phone Training Refresher**

Shared 20-minute sessions for Company employees that focus on one specific customer experience topic per event and delivered by a Signature trainer. Signature provides online registration, conference platform, and registration reports. Signature will provide Company updates on registration and attendance status. Company will monitor and drive registration and attendance. Topics and scheduling will be coordinated with the Company representative and Signature training account manager. (12 attendees max per session)

### **Regular Reinforcement Sessions**

Your Signature Training Account Manager visits several times per year to continuously build the performance of your employees. New employees will be “brought up to speed,” while your seasoned veterans will be coached on the development of new techniques and tailored to the most pressing needs at your hotel. These sessions can also be facilitated virtually in a fun, engaging and interactive way using video conferencing.

### **Web-based Management Reporting**

To help managers and supervisors monitor performance efficiently, results from your voice of the customer, if available, and engagement with reinforcement services discussed above are reviewed and reported, Signature’s web-based management reporting tools will help your team gather and use meaningful data about the performance of your employees—from the company-wide level on down to a specific employee.

