

Managing your Customer Service Strategy for Success

Your business
brand stands
and falls on
every customer
interaction

Many of the service concepts of the past are now obsolete. Customers need to be redefined as anyone who can influence the way you do business. Success means creating positive relationships in every business activity.

This is the era of customer sovereignty and rebellion. In a competitive and changing world, it's no longer enough to have an excellent product or service. It's the whole customer experience that matters.

Every business, large or small must meet the challenge of rising customer expectations with higher levels of service delivery. Service excellence begins with a restless dissatisfaction with the status quo. It starts with leadership from the top and is driven by those who say "How can we better position our Brand in the market."

Today customers need to be redefined as anyone who can influence the way you do business. Success now goes to those organisations prepared to embrace the concept of positive relationship management in every area of business activity. Everyone is part of a service team and how they perform delivers a powerful message to the market.

With every customer interaction, a public relations statement is made on behalf of the business. These impact either positively or negatively on the brand perceptions held by business stakeholders.

This is a program to inspire business to embrace service excellence as a the positioning point for ongoing success in a changing world.

RECOMMENDED FOR:

This program is designed for managers, supervisors and team leaders who need to lead the delivery of service excellence through people and processes in their organisation.

The concepts embrace service delivery as a significant positioning point to differentiate the business and brand in a competitive, changing and competitive market environment.

PROGRAM OPTIONS

- Workshop – Supported by workbook/manual
- Tailored Seminar/Conference Presentations also available.

PROGRAM CONTENT

Modelling Service Excellence Standards

- The leadership necessary to promote confidence and respect to influence the integration of service excellence standards in every area of the business.

Service and Positioning your Brand in the Market

- The value of service excellence in positively positioning the organisation as special and different in the mind of the customer. How customer perceptions are formed and the important, ongoing need to nurture and protect the brand you deliver.

Defining Customers and Expectations

- Much of the service concepts of the past decade are now obsolete. Today's customer is anyone who can influence the way you do business and each have different motivations and values.

Building the Brand and the Relationship Connection

- How to build assertive and positive communications to influence stakeholders and enhance service delivery in all areas.

Overcoming the Obstacles to Quality Service

- How to recognise and overcome the eight basic reasons that form negative attitudes towards service delivery in the workplace.

Enhancing the Steps in Service Delivery

- A planned process to analyse all the interactions a customer has from first contact to final delivery of the product or service. How each one of these contact points need to be considered as an opportunity to enhanced the service experience.

Managing the Product, Technology and Service Mix

- Where service excellence should stand in the mix of product development against the customer and technology interface. The need for a market centred approach rather than a product focused approach in developing business success thinking.

Building and Motivating the Service Team

- How to motivate the team to buy-in to the service initiative. The importance of sharing information and responsibility with consistent, effective communication and policies.

Leadership and the Customer Excellence Mirror

- How to achieve service excellence through motivated staff. They need the same attention from managers and supervisors as given to customers. Because staff are primary customers of the Leadership group, service excellence needs to be mirrored in all areas of staff values and relationships.



Presented by Brian Greedy

Award winning national conference speaker and one of Australia's leading professional trainers in marketing, leadership and business management. Brian works with clients in all states. He draws from over 15 years practical experience in corporate marketing and developed a retail business from commencement to a turnover of \$15 million per annum.

He has designed and delivered customer service training for many of Australia's top 100 companies and is the author of the CD audio learning program "Service Excellence...the Relationship Connection"



Brian Greedy Business Solutions

PO Box 51, Karrinyup WA 6921

Tel (08) 9204 4123 • Fax (08) 9204 2005

Email: speaker@briangreedy.com

Web: www.briangreedy.com