



## **CHAMPIONING THE CUSTOMER - THE SERVICE DIFFERENCE™**

(A 1-day program on Leveraging Business through Customer Satisfaction)

### **SYNOPSIS**

**The real measure of Customer Service is not what you think you provide to your customers. It is what they think you provide.**

Most organizations talk of Customer Service and Customer Focus but have a great deal of difficulty in building a shared commitment to this idea. Like the idea of Quality, the idea of Customer Service also has universal acceptance at the cognitive level. And just like Quality, there is unfortunately a wide gap between what is expected and what is delivered. And once again, Customer Service is not an option.

### **SCOPE**

The program is focused at anyone who considers himself or herself to be in the business of producing anything that is of value to consumers. These may be people in traditional 'service' organizations like Hospitals, HMO's, Airlines, Hotels, and Transportation. Or in what used to be seen traditionally as manufacturing or production organizations.

### **METHODOLOGY**

The program is experiential in nature with an assignment, mid-course, where participants have the opportunity to experience service from the perspective of the consumer and judge for themselves, the way in which the real decision maker (the customer) actually rates the service. This can be an eye opener for most people and is very useful in sensitizing them to providing good service. Participants will explore their understanding of "The Customer" and see the benefits of building customer relationships.

### **TYPE OF INTERACTION**

The program is highly participative and gives the participant two tools for identifying the Real Needs of the Customer and their own Moments of Truth. They will have the opportunity to evolve strategies for managing their own Moments of Truth and impacting on the organization's perception in the market. The learning is related to real-life organizational issues with the focus being on discovering high leverage solutions and making action plans.

### **SAMPLE MODULES**

- Identifying the Real Customer and the Customer's Real needs
- Experiencing good and bad customer service: The Field Experience
- Identify high-leverage processes for perception of Service Excellence
- Using Process Mapping, identify critical activities in creating Customer Delight