

Remarkable Service Course

Module 1: What is Remarkable Customer Service?

- Defining Remarkable Service - Who is Your Customer?
- Stories of Service Greatness
- Moments of Truth
- How to be Remarkable

Module Objectives

Participants will:

- Better understand the difference between standard customer service versus Remarkable Service (i.e. Doing things that customers would remark about in a positive way.)
- Gain a deeper understanding of who is their customer (i.e. The corporation, or their guests/employees, etc.)
- Consider the 'Moments of Truth' of service delivery, seeing all aspects of your business through the customer's eyes. As the customer comes into contact with your business, they form an impression. What impression are you giving and illustrating?

Module 2: Return on Service Investments

- Lifetime Value of a Customer
- Make the Customer's Problem Your Problem
- Why Customers Leave
- Steps to Resolving Customer Complaints

Module Objectives

Participants will:

- Have a base understanding of the value of every customer that uses our services. They will learn about the impact of poor service from a financial perspective.
- Identify areas that prevent customers from not coming back. (i.e. We were too slow in resolving a problem, or we were rude or didn't go out of our way to help them.)

Module 3: Setting Service Standards

- Building and Exceeding Service Standards
- Assessing the 5 Categories of Service for Your Area
- Develop Your Own Service Standards

Module Objectives

Participants will:

- Learn how to ensure that they have the right habits and behaviors to deliver and exceed service standards, along with customer expectations.
- Build and develop your own service standards.

Module 4: Communication Essentials

- Treat the Customer as a Unique Person
- Active Listening
- Combining Words and Tone of Voice
- Tone of Voice
- Match Communication Style

Module Objectives

Participants will:

- Learn how communicating effectively is key to delivering Remarkable Service. (What we say, how we say it, and showing the customer that we are truly listening is critical.)
- Discover tips and techniques to be a more effective communicator

Module 5: Hospitality

- 49% vs. 51%
- Controlling the Encounter
- Positive Responses
- Providing Explanations

Module Objectives

Participants will:

- Ensuring that we have the key Emotional skills: Kindness, Optimism, Work Ethic, Curious Intelligence, Empathy, Self-Awareness, Integrity
- Discover how hospitality makes your customers/guests feel.
- Learn tips and skills of customer inquiry and advocacy

Module 6: Cohesive Teams Deliver Better Results

- Build Cohesive Teams
- Avoid Burnout

Module Objectives

Participants will:

- Gain a deeper understanding of The Five Behaviors™ Team model, including, Trust, Conflict, Commitment, Accountability and Collective Results
- Learn tips on how to avoid burnout.

Module 7: Action Steps to a Remarkable Experience

- What's next?
- Action Plan

Module Objectives

Participants will:

- Draft an Action Item list of ways they can improve service delivery in their areas/departments to make in Remarkable (What, Who and When)

