

# Achieving Stellar Service<sup>®</sup> Experiences

## Training

Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results

In the face of relentlessly increasing business pressure, stellar service stands out as a way to build competitive difference, revenue, and loyalty.

At one time, a great product or valuable service was the main building block to company success. Now, with increasing competition, greater price pressure, and reduced switching barriers for customers, the service surrounding the core offering has moved front and center as a critical component of company strategy.

What separates the service giants from everybody else? A number of factors. One critical component is emotion. Only 17 percent of business leaders consider customer emotions when making decisions.<sup>1</sup> It's not just about price, product, and location anymore—"service with respect" is a central tenant of successful organizations.

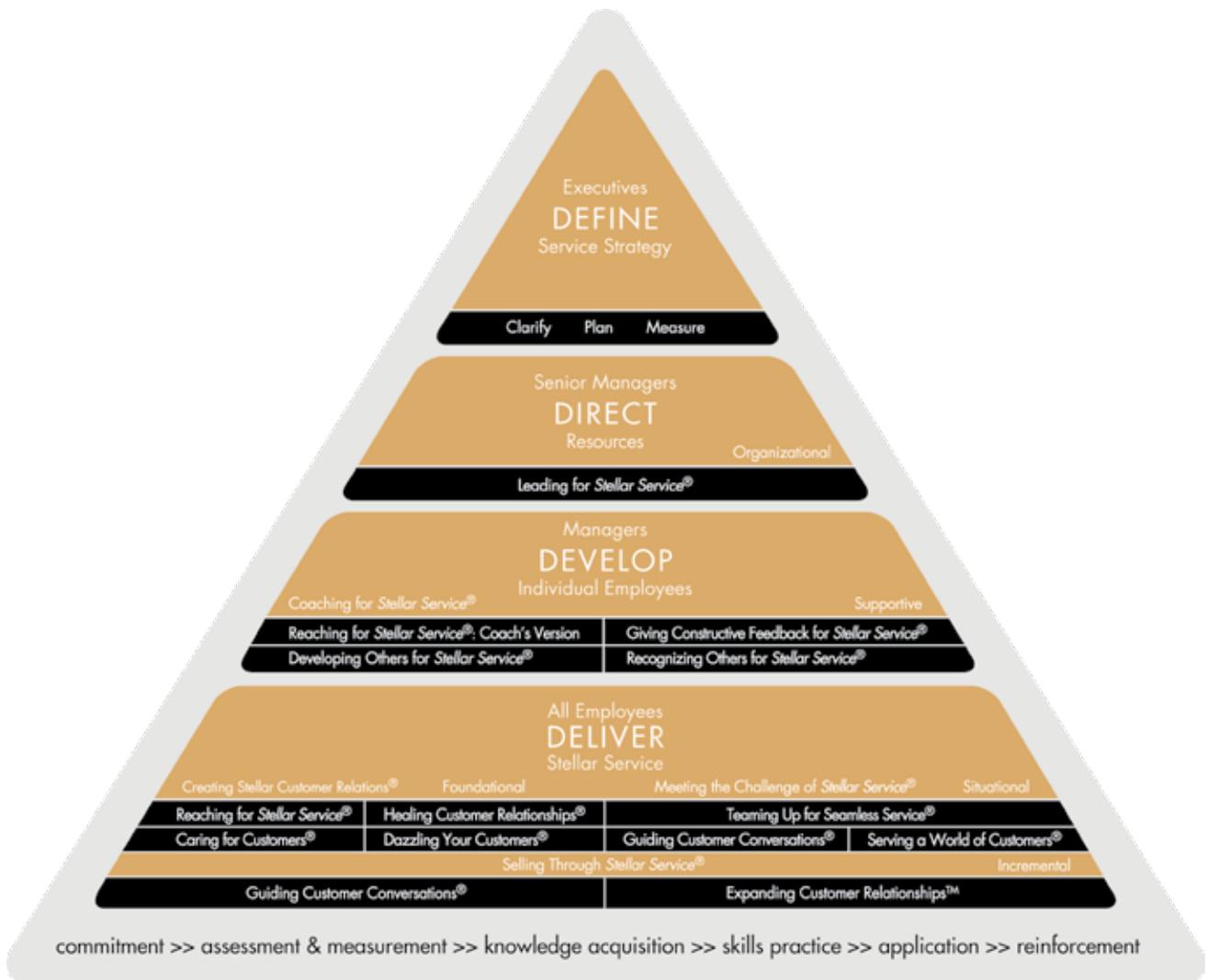
An investment in tacit—as opposed to transactional—skills and best practices can also be a differentiator.<sup>2</sup> Although difficult to achieve, once in place it is difficult for competitors to replicate a service culture driven by unique strategy, processes, and technology that is executed by great people.

Jobs involving complex customer interactions that require analysis and creative problem solving are growing at a phenomenal rate. Companies equipped to hire, develop, and manage presumed service skills have a clear advantage over those who fail to deliver on the emotional brand messages they introduce into the market.



Developing the 21st  
century workforce™

<sup>1</sup>IBM Global Business Services. Consumer Experience Survey.  
<sup>2</sup>McKinsey & Company, *The Next Revolution in Interactions*.



### Achieving *Stellar Service*® Experiences

## The Customer Experience Series™

### Relevant, Research-Based Content That Drives Results

AchieveGlobal built the Achieving *Stellar Service*® Experiences system on years of research with hundreds of leading organizations. This process uncovered not only the key business issues affecting service delivery today, but also clear priorities and skill sets to create and execute a culture of service. The Achieving *Stellar Service*® Experiences system is designed around this deep understanding of the service arena and our customers' needs.

Your people require the specific knowledge, skills, and behaviors customers notice, appreciate, come back for, and tell their friends about. Every employee in your organization, at all levels and across all functions, needs skills that help:

- Encourage repeat and increased business by promoting an emotional attachment to your brand.
- Transform first-time purchasers—as well as your regulars—into lifelong advocates.
- Differentiate yourself in a highly competitive market.

- Make your employees champions of your organization.
- Go beyond customer satisfaction by managing customer experiences with efficiency and care.
- Build internal relationships that increase productivity and reduce turnover.

## A Systemic Approach

Achieving *Stellar Service*<sup>®</sup> Experiences provides a systemic approach to building your service organization's strategy, skills, and processes to increase effectiveness at every level. AchieveGlobal approaches the organization at four levels—each requiring different developmental needs. The levels are then divided into skill areas, each containing one or several training programs and consulting engagements.

The following is our process for driving results throughout an organization:

- At the highest level, executives own and **define** the results they want to achieve. They determine what needs to happen to drive results and create a strategy to accomplish this.
- Next, middle-level leaders (for example, department heads, directors, and managers) **direct** the practice and process to **develop** the capability—in the individuals, processes, and systems—to implement the strategy.
- Finally, individuals **deliver** the results through productive behaviors that bring the desired outcomes to reality.

Each of these four action levels—**define, direct, develop, and deliver**—requires a unique approach to learning and strategic change. By addressing all levels of an organization, a comprehensive result is achieved.

In the pyramid on the previous page, you will see the different workshops available to address needs at all levels of the organization.

## Define

### Executives DEFINE Service Strategies

Clearly defined strategies and critical service skills are needed throughout organizations to achieve specific service goals. Training provides knowledge and skills that are critical to improving customer service and achieving business results.

Organizational success increases when leaders and employees:

- Know where the organization is going.
- See a compelling reason for change.
- Understand the benefit to themselves and the organization.
- Experience opportunity and support for using skills from training.

AchieveGlobal consultants work with you to ensure that your service solution effectively achieves lasting results—for your customers and for your organization—by helping you:

- Clarify direction and results.
- Move forward by ensuring that service processes are designed to create positive defining moments with customers.
- Sustain momentum through practical coaching and measurement practices.

## Direct

### Managers DIRECT Processes and Resources to Foster a Service Culture

#### Leading for Stellar Service<sup>®</sup>

##### Organizational

Building service commitment throughout an organization in order to increase customer loyalty is a challenge facing many of today's organizations. Service processes must be redesigned, standards need to be set, and an entire service culture centered on exceeding customer expectations must be developed.

*Leading for Stellar Service*<sup>®</sup> helps senior managers:

- Explore key concepts that form the foundation for stellar service.
- Create a service commitment that serves as the framework for all service actions, decisions, and standards. That commitment—an extension of the overall brand—allows participants to consider the following:
  - Who their customers are
  - What they do for their customers
  - How they want their customers to feel after a service interaction?

- Use customer feedback to create a Customer Experience Roadmap and then redesign it to align with the service commitment.
- Create a service culture and service standards (who do I hire, how do I develop them, what are our policies and goals).
- Prepare to apply the tools on the job with direct reports.

**Audience:** Leaders of leaders and senior managers

**Classroom Session Length:** 2-day workshop

## Develop

### Managers DEVELOP Individual Employees

#### Coaching for Stellar Service®

##### *Supportive*

Competent and confident employees don't just happen. They are developed when motivated individuals receive solid coaching from managers and supervisors. Our coaching workshop focuses on developing skills that help participants perform daily coaching that achieves results.

Our coaching skills workshop explores the value of stellar service, and provides skills for developing others, building constructive relationships, and recognizing employees for behavior reinforcement.

**Audience:** Service coaches

**Classroom Session Length:** 2-day workshop or available as the individual modules listed below:

#### **MODULE 1: Reaching for Stellar Service®: Coach's Version**

Understand the big picture and the role of the service coach in delivering stellar service.

**Classroom Session Length:** 4 hours; also available in virtual format

#### **MODULE 2: Developing Others for Stellar Service®**

Discover skills for developing others, helping them expand their capabilities so they will have the confidence to take on new challenges and work more independently.

**Classroom Session Length:** 4 hours; also available in virtual format

#### **MODULE 3: Giving Constructive Feedback for Stellar Service®**

Learn skills to give constructive feedback in a way that builds openness and mutual respect, and promotes problem solving and learning.

**Classroom Session Length:** 4 hours; also available in virtual format

#### **MODULE 4: Recognizing Others for Stellar Service®**

Provide meaningful recognition for large and small efforts in order to encourage others and focus on the organization's goals of stellar service.

**Classroom Session Length:** 4 hours; also available in virtual format

## Deliver

### All Employees DELIVER Stellar Service

Individual employees take appropriate and timely actions—supported by knowledge, commitment, and ability—to deliver service that exceeds customer expectations and engenders customer loyalty. At the deliver level of our customer service system, we offer the following three workshops:

#### **Creating Stellar Customer Relations®**

##### *Foundational*

This workshop is the foundation of the system. It will prepare your employees to instinctively acknowledge and respond to your customers' human needs—behavior that often makes the difference between losing a customer or keeping one for a lifetime.

**Audience:** All employees

**Classroom Session Length:** 2-day workshop; also available as the individual modules listed below:

#### **MODULE 1: Reaching for Stellar Service®**

Understand the big picture and the role of the individual employee in delivering stellar service.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

### MODULE 2: *Caring for Customers*<sup>®</sup>

Provide friendly, caring service that meets the needs of customers on the human level.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

### MODULE 3: *Healing Customer Relationships*<sup>®</sup>

Develop skills that will help individual employees serve customers who are angry or upset, especially after a service breakdown.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

### MODULE 4: *Dazzling Your Customers*<sup>®</sup>

Master the art of surprising customers with pleasing extras — creatively and cost-effectively.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

### MODULE 2: *Serving a World of Customers*<sup>®</sup>

Provide respectful service tailored to customers' unique needs: physical ability, language ability, culturally dictated expectations, and familiarity with technology.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

### MODULE 3: *Teaming Up for Seamless Service*<sup>®</sup>

Provide seamless service to customers by increasing collaboration with fellow employees. Remove barriers to smooth working relationships.

**Classroom Session Length:** 4 hours; also available in virtual and eLearning formats

## *Selling Through Stellar Service*<sup>®</sup>

### *Incremental*

This workshop gives your employees the need satisfaction model proven to work over four decades in top sales and service organizations worldwide. The training breaks down barriers by using language and context appropriate for employees who often feel they're not really salespeople. The skills help organizations both save money by solving problems better and faster, and make money through cross-selling and up-selling.

**Audience:** All employees

**Classroom Session Length:** 1½-day workshop or available as the individual modules listed below:

### MODULE 1: *Guiding Customer Conversations*<sup>®</sup>

Manage the four common parts of a customer interaction. Ensure each customer receives complete, reliable service by acting as the expert guide.

**Classroom Session Length:** 8 hours; also available in virtual and eLearning formats

### MODULE 2: *Expanding Customer Relationships*<sup>™</sup>

Expand the customer's business relationship by identifying and satisfying additional customer needs.

**Classroom Session Length:** 4 hours (participants complete *Guiding Customer Conversations*<sup>®</sup> as a prerequisite); also available in virtual and eLearning formats

## *Meeting the Challenge of Stellar Service*<sup>®</sup>

### *Situational*

This workshop is the situational program of the Achieving *Stellar Service*<sup>®</sup> Experiences system. It places special emphasis on the business and hidden dimensions of service. On their way to becoming expert customer guides, participants will learn to tap into each others' strengths and team up to solve customer problems. They will also learn to recognize that each customer is different and deserves to be treated with these differences clearly in mind.

**Audience:** All employees

**Classroom Session Length:** 2-day workshop or available as the individual modules listed below:

### MODULE 1: *Guiding Customer Conversations*<sup>®</sup>

Manage the four common parts of a customer interaction. Ensure each customer receives complete, reliable service by acting as the expert guide.

**Classroom Session Length:** 8 hours; also available in virtual and eLearning formats

## The Customer Experience Series™

Apply essential skills and concepts to own the customer's experience. This innovative series includes five 90-minute sessions for up to 20 learners, highly flexible delivery options, and all-new technology-based reinforcement.

**Audience:** Individual contributors and front-line managers who interact with external or internal customers

### SESSION 1: *Owning the Customer Experience 1™*

Explore how meeting four universal expectations turns detractors or merely passive customers into loyal promoters of your organization.

**Classroom Session Length:** 90 minutes; also available in virtual format

### SESSION 2: *Owning the Customer Experience 2™*

Learn to make the authentic emotional effort needed to connect with customers, reduce your own stress, and create loyal promoters of your organization.

**Classroom Session Length:** 90 minutes; also available in virtual format

### SESSION 3: *Meeting Business Needs™*

Create loyal promoters of your organization by guiding conversations that clarify and satisfy each customer's key business needs.

**Classroom Session Length:** 90 minutes; also available in virtual format

### SESSION 4: *Meeting Human Needs™*

Master ways to identify and meet every customer's need for respect, understanding, and individual attention.

**Classroom Session Length:** 90 minutes; also available in virtual format

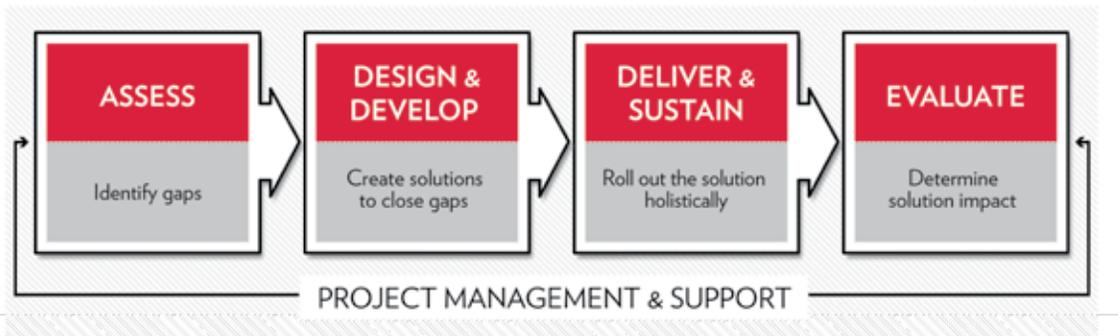
### SESSION 5: *Managing Difficult Conversations™*

Apply new skills to defuse the tension, resolve the issue, and restore the trust of unhappy customers.

**Classroom Session Length:** 90 minutes; also available in virtual format

# The AchieveGlobal Learning Experience

## How We Partner With Client Organizations:



AchieveGlobal works with clients around the world, using a flexible formula with an end goal of measurable results. Our consultative approach takes large, complex performance improvement issues and transforms them into specific, executable actions—bridging the strategic to the tactical in ways that generate results. The process we use when engaging with clients is outlined below:

### Assess

We provide services to help clients identify the current state of performance, the desired/future state, as well as the root causes for the gaps between the two issues. These can include organizational assessments conducted by our executive consultant team, individual/behavioral assessments that can be conducted on a 360° basis using our Metrics That Matter™ measurement platform and, predictive assessments offered through alliance partners and geared toward specific situations like selection.

### Design & Develop

Once the performance issue has been identified, we design and develop an appropriate solution. This runs the gamut from off-the-shelf training, Made-To-Order services (a rapid and cost-effective customization offering), assembling multi-modality blends of content, highly customized programs, and even human-performance consulting engagements (job profiling, competency modeling, curricula consulting, and more).

### Deliver & Sustain

Our delivery team has unparalleled experience in both training learners and certifying client trainers for delivery. In addition, we have developed a Sustainment Roadmap that helps provide the guidance needed to ensure that the learning solution is deployed effectively and successfully drives change.

### Evaluate

Evaluation services allow our customers to measure the impact that our solutions are having on their performance gap. These services leverage our Metrics That Matter™ measurement platform and include a range of Level 1 through 5 options.

### Project Management & Support

Our project management resources use a robust project methodology and tool set to drive initiatives from project kick off through to on-time, in-scope, on-target deliverables.

## About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions — globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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