



## Creating a Customer Focused Culture

Providing excellent customer service should be one of the easiest things to accomplish in the business world: find out what your customer needs, meet their needs and treat the customer like a partner not the enemy. Reality is, (if most organizations are being honest with themselves) it's much harder to walk the talk. This session provides the leader with a to-do list of what needs to be in place to lead and sustain great service in any industry and why it is so important to create a service focus from the perspective of the bottom line.

### **The Leader's Role**

### **4-hour Session**

- Excellent customer service is a function of service behaviors, procedures and systems
- The economics of great customer service
- Finding and retaining quality people
- Knowing your customers intimately
- Focusing your units on organizational purpose
- Creating easy-to-do-business-with delivery systems
- Training and supporting employees
- Involving and empowering employees
- Recognizing and rewarding good performance and celebrating success
- Setting the tone and leading the way through personal example
- Identify the gaps and create an action plan

### **The Employee's Role**

### **4-hour Session**

- Who the customer is
- Why customer service is so important
- Why people don't complain
- The importance of having a game plan
- The role of communication in customer service
- Understanding your customer's basic needs
- Managing your customer's expectations
- The importance of clear specific communication

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about these exciting programs!**

**800.577.4293**

*These sessions also offered in Spanish.*