



FACTS

SERVICE PLUS®

MAKE CUSTOMER SERVICE PART OF YOUR ORGANIZATION'S CULTURE

Customer loyalty. It's why a homeowner shops at his favorite hardware store even though the discount chain's prices are lower. It's why a client welcomes a call from one of your sales associates instead of making an excuse to get off the phone. Loyalty comes from your customers' expectation of superior service—the belief that, even if something does go wrong, your organization will do everything possible to make it right. Is this the relationship you have with your customers?

Sadly, customer loyalty is at an all-time low. Many businesses are losing a full 50 percent of their customers every five years. When customers leave, your investment in marketing, support, distribution, and processing leaves with them. You then have to start the process all over again with a new customer—overburdening your sales force, drying up your marketing budget, and straining your supply and distribution systems. Ultimately your organization works twice as hard for half the profit.

What's the answer? Making service part of your organization's culture, making it not just something you do, but something you stand for—and are known for. *Service Plus*® creates that level of service. It helps you build a service culture in your organization from top management down to frontline service providers.

THE BENEFITS

Service Plus® helps you eliminate customer defections and strengthen customer satisfaction and loyalty. Through its proven design and comprehensive approach, *Service Plus*® creates leaders and frontline service providers who:

- > Deliver service that consistently delights customers.
- > Think and act in ways that put the customer at the heart of your organization.
- > Create unprecedented new levels of customer satisfaction and loyalty.
- > Ensure repeat business from established customers and inspire loyalty in new customers.
- > Increase word-of-mouth business referrals.

Service Plus® consistently delivers measurable results like these:

- > In a recent study, 100 percent of the organizations surveyed reported a moderate to high impact on behavior change and service skills as a direct result of *Service Plus*®.
- > According to composite results from the *Service Plus*® Training Evaluation, clients experienced statistically significant improvements in all 16 *Service Plus*® skill areas.
- > *Service Plus*® clients reported a per-person return on investment of \$6,989 to \$15,029

THE DETAILS

SYSTEM OVERVIEW

Service Plus® consists of two modules: Keys and Steps to Service and Extraordinary Service Opportunities. It also includes Service Boosters, unique mini activities to keep your service initiative alive long after the training has ended, and self-assessments to help participants rate their own skills. To help leaders meet their unique demands in creating a service culture, we also offer *Creating a Service Culture: The Service Leader's Role*, the Senior Management Session, and Supporting Self-Study (for use with the *Service Plus*® self-study option).

Keys and Steps to Service

Service providers are often the customer's only contact with your organization. What they say and do can build customer satisfaction and loyalty, resulting in repeat business and increased success.

In *Keys and Steps to Service*, service providers learn the Key Principles that will help them cement relationships with customers and keep them coming back.

They learn how to quickly assess customers' needs, help customers feel good about the service they receive, show that they understand what customers are saying, work with customers to resolve problems, and use feedback from internal partners to improve their skills.

Unskilled service providers often fail to quickly assess and respond to a customer's immediate need for a solution or for information. In this module, participants learn the service steps to meet these practical customer needs—to acknowledge the customer

promptly, make sure they ask questions and listen, understand the customer's needs thoroughly, take appropriate action to meet or exceed those needs, and then confirm that the customer is satisfied.

Extraordinary Service Opportunities

Turning a dissatisfied or angry customer into a satisfied, loyal customer takes the utmost in skillful professionalism. It's the pinnacle in customer service, and *Extraordinary Service Opportunities* shows how to do it. In this module, participants learn how to recognize dissatisfied customers who are reluctant to speak up, listen carefully to understand the situation fully, show dissatisfied customers that they empathize, apologize without taking blame, and take the right steps to build customer loyalty.

The message in this module is clear:

Customers are a valuable asset. In an eye-opening exercise, participants calculate the financial impact of one dissatisfied customer. They learn, often to their surprise, that revenue gains or losses in thousands of dollars potentially hang in the balance whenever they interact with a customer. They learn that an "I can afford to lose this one" attitude can seriously damage company profitability.

Service Boosters

To continually sharpen their service skills after training, service providers can use the Service Boosters. As mini learning activities, Service Boosters are good skill developers and refreshers that can be applied individually, with a partner, or in a group. The topics—10 in all—include *Taking Initiative*, *Dealing with the Out-of-Bounds Customer*, and *Selling: A Valuable Service*.

DELIVERY OPTIONS

One-Day Session

Service Plus[®] builds essential service skills in just one day. Your service providers start using what they've learned the very next day.

Fast Track Option

Fast Track allows participants to complete the *Service Plus*[®] program in approximately four hours. This half-day program for service providers and their leaders is a condensed version of the one-day session and covers the same important information as the full-day program.

Industry-Specific Skill Practices

Industry-specific skill practices can be incorporated into the *Service Plus*[®] training to help reinforce the importance of applying the newly learned customer service skills to the job.

DEVELOPING SERVICE LEADERS

Superior customer service takes commitment from leaders. These programs help leaders create and support a culture that is focused on customer needs.

Senior Management Session

Creating a service culture sometimes requires a dramatic shift in thinking. DDI helps senior executives think through their service strategy, analyze the current level of service, identify barriers and enablers, examine systems and processes, and establish a communication plan to engage the organization and maintain commitment.

Creating a Service Culture: The Service Leader's Role

In this four-hour session, leaders learn five practices for creating a service culture: operationalize a service vision, create customer focused processes, build partnerships, develop knowledge and skills, and give authority. They develop an action plan for gaining the commitment of service providers.

Supporting Self-Study

This module prepares leaders and coaches to support service providers learning *Service Plus*[®] through the self-study option.

TARGET AUDIENCE

Frontline service providers to senior leaders.

RELATED SOLUTIONS

Interaction Management[®]: *Exceptional Leaders ... Extraordinary Results*[®] (IM: EX[®])

A proven leadership program, IM: EX[®] builds strategic and tactical skills—such as coaching, delegating, and managing performance—that help leaders achieve their service objectives.

Techniques for a High-Performance Workforce[®]

Providing a variety of results-oriented skills, Techniques helps employees and leaders improve internal and external customer service by building skills in teamwork, communication, and process improvement.

TO LEARN MORE

Contact your DDI representative or visit www.ddiworld.com.

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