
Excellence in Service—Advanced

Course Content

In this course, learn how to develop and monitor service standards to support exceptional customer service; build customer service teams; understand your customers and how they measure service; and how to develop customer loyalty with your customers.

After completing this course, students will know how to:

- Discuss the basics of service standards, monitor service standards, and understand how management standards support exceptional customer service.
- Build customer service teams, select right employees through effective screening and interviews, provide training and empowerment, and motivate employees to maintain desirable behaviors.
- Understand your customers and how they measure service, develop loyalty in customers, understand how employee loyalty affects service, and create memorable service.

Lessons include the following:

- Service standards
 - Fundamentals of service standards
 - Understanding service standards
 - Creating effective standards
 - Establishing standards
 - Implementing standards
 - Monitoring service standards
 - Assessing the effectiveness of standards
 - Obtaining customer feedback
 - Correcting service problems
 - Management and service standards
 - Building and monitoring the service team
 - Creating an action plan
 - Establishing managerial standards
 - Identifying and overcoming service barriers
- Service teams
 - Teams as a service solution
 - Understanding customer service teams
 - Maintaining a customer service team
 - Employee selection
 - Choosing the right employees
 - Conducting an interview
 - Team training and empowerment
 - Implementing proper training
 - Empowering employees
 - Motivation
 - Understanding the importance of motivation
 - Reinforcing desirable behavior

- Customer loyalty
 - Understanding your customers
 - Knowing your customers
 - Understanding customer criteria
 - Uncovering customers' needs
 - Customer loyalty development
 - Understanding customer loyalty
 - Building loyal customers
 - Encouraging customer loyalty
 - Employee loyalty's influence
 - Developing employee loyalty
 - Helping employees to perform
 - Memorable service
 - Creating memorable service
 - Solving customer problems