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