

Customer Service Excellence

Program Outline



Customer Service Excellence

Customer service excellence has always been and will always be one of the critical competitive advantages for any business. In many organizations however, it has been relegated to a department. Gradually though, the tide is turning with more enlightened Leaders showing the way. As Jeff Bezos of Amazon says: "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

While there are many organizations that come to mind when one talks about Service Excellence, the one that stands out as "out of this world" is the Disney experience. Think about it for just a minute: Only within Walt Disney World at Orlando in Florida, Disney manages 4 theme parks, 2 water parks, 34 hotels with approximately 28,000 rooms, 200 restaurants and eateries – approximately 62,000 employees at that one site! Phew! Multiple small pieces and beliefs come together and are orchestrated in clockwork precision, to bedazzle customers with an awe-inspiring service experience that is talked about much after it is delivered!

Most people who experience Disney world call it a "Magical Experience." Like all magic, if you lift the curtains there is a science to it. Through an immersive workshop experience that involves a mixture of experiential activities, introspection, discussion, debate, sharing of experiences, stories from around the world, we dive deep into the science of customer service excellence. The key question this workshop seeks to answer for participants is: "How can we deliver service excellence by making similar magic happen back at our work place?"

Objectives

This course will help you as a professional to:

- Become better at creating customer delight
- Create more stickiness for your product / service with customers
- Provide superior service, leading to increased customer satisfaction
- Create competitive advantage by delivering a superior customer experience
- Build trust and consequently longer lasting customer relationships
- Fuel business growth and achieve organizational goals with ease

Course Module

Each Real-Time Strategy workshop is customised to a specific customer problem. The broad structure these workshops follow is:

Module 1: Are you Customer Centric?

- **Case Study:** Virgin Atlantic
- Redefining Customer Centricity
- Moving from a great service to a great experience

Module 2: The Win-Win Proposition

- **Group Discussion:** A Matter of Choice
- Benefits of Win-Win
- Moments of truth

Module 3: The REAL Deal

- Remove, Embrace, Alter, Launch
- Debugging the process
- Is this still you?