

# **ONE DAY SEMINAR ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE JOHN TSCHOHL**

## **CUSTOMER SERVICE: A STRATEGIC WEAPON**

- Customer Service as a Differentiation Strategy
- Six Critical Steps Necessary to Establish A Quality Service Strategy
- Building Market Share and Market Dominance
- E-Commerce Competition

## **THE LEADERSHIP CHALLENGE: HOW TO KEEP CUSTOMER SERVICE QUALITY ON TRACK**

- Developing a Customer-Focused Corporate Culture
- The Key Ingredients for Absolute Superior Service
- Effectively Model Visions, Values and Behaviors

## **BENCHMARKING CUSTOMER SATISFACTION -- HOW DO YOU STACK UP AGAINST YOUR COMPETITORS?**

- Assessing Customer Expectations
- Using Focus Groups to Monitor Rapidly Changing Customer Expectations
- Approaches to Gathering and Comparing Customer Expectations

## **ADVANCED TECHNIQUES FOR BUILDING CUSTOMER SATISFACTION**

- Lessons Learned From World-Class Leaders: Amazon, Wal-Mart, Southwest Airlines, General Electric
- Developing the Attributes Displayed by World-Class Service Quality Leaders

## **CREATING A DEDICATED WORKFORCE**

- Recruit and Select the Very Best Employees
- Powerful Techniques on How to Motivate and Improve Morale
- Keeping Employees Once You've Got-em

## **FOSTERING AN EMPOWERED WORKFORCE**

- Steps for Implementing Empowerment
- Creating a Climate That Consistently Stimulates Empowerment
- Super Charging Employees With Teamwork

## **DESIGNING EFFECTIVE QUALITY TRAINING TOOLS**

- Key Critical Design Features
- Fostering Employee Commitment to Customer Satisfaction
- Training -- Customer Service Pros are Made Not Born

## **SERVICE RECOVERY**

- The Art of Keeping Unhappy Customers
- Techniques That Work
- Handlingirate and Unhappy Customers

## **MEASURING CUSTOMER SATISFACTION: HOW WELL ARE YOU DOING NOW?**

- Achieving Zero Defection -- Eliminate the Scrap in the Service Industry
- Use Tools to "Measure Results"
- What Do You Measure and How Do You Measure It?

Este seminario está disponible para ser impartido en privado para su empresa o asociación, ya sea en persona o vía satélite.

### **Información:**

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