



Service Essentials™ Mini-Module Reinforcement System

The Service Essentials™ Mini-Module Reinforcement System is comprised of 20-30 minute training segments designed to be delivered by managers in a regular meeting. This approach to reinforcement embraces the role of the manager to lead behavior change. The Mini-Module Reinforcement System is easy to implement, time sensitive to daily operations, action oriented, and cost-effective.

All great organizations recognize that the customer service challenge never ends. It is the role of the manager to reinforce the skills and behaviors expected of staff. The Service Essentials Mini-Module Reinforcement System is a tool that will help managers be successful with this critical endeavor.

Mini-Module Topics:

- Attitude of Service Excellence
- Linking to your Organization's Vision
- Identifying Customer Needs
- Internal Customer Service
- Thoughtful Body Language
- Tone of Voice
- Positive Word Choice
- How to say "No"
- How Big is your Impact with Customers?
- Removing Barriers to Great Service
- Handling Angry Customers
- Service Recovery
- Exceeding Expectations
- Using Email with Care
- Responding Promptly to Email
- Awareness of the Audience in Email Communication
- Show Respect and be Courteous in Email Communication
- Formatting Email with Brevity
- Communicating Effectively with Email through Clarity
- Proofreading Every Email
- Managing Email
- The Telephone Call Process
- Tone of Voice on the Telephone
- Asking the Caller to Hold
- Taking a Message on the Telephone

What RESULTS can you expect from Service Essentials™?

- Customers come back because of the way they were treated by your staff
- Company image represent highest of service standards
- Positive word of mouth about your service increases sales
- Internal customer service practices increase morale and reduce turnover

Feedback from a few Service Essentials™ Participants...

- *"This program helps to correct negative behaviors and teaches how to give respect to customers and employees."*
- *"This program clearly defines how to better perform our job and how to deal with our customers."*
- *"It initiates positive thinking and attitudes."*
- *"Service Essentials™ introduces essential behaviors necessary to provide quality customer service and satisfaction."*

Why use Service Essentials™ for your customer service training needs?

Energizing

- Participant's interaction and real world experiences are built into the learning process. Service Essentials™ is an enjoyable experience resulting in a renewed focus on internal and external customer service.

Customizable

- Case studies may be customized to demonstrate service issues directly related to your business.

Behavior Based

- Individual assessment and action plans included for improvement in every essential customer service practice.

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