

Certified Customer Service Seminar

STRATEGY / FEELINGS - (DAY 1)

Monday, May 1, 2017

8:00 am - 8:30 am	Registration and Introductions
8:30 am - 8:40 am	John Tschohl - Welcome to Service Quality Institute and CCST
8:40 am - 10:00 am	John Tschohl - The Service Strategy
10:00 am - 10:30 am	Break
10:30 am - 11:00 am	Patricio Porras - FEELINGS Program <ul style="list-style-type: none">➤ What are FEELINGS? WIIFM's➤ What is "Customer Service"➤ What is the difference between "Customer Service" and "Quality Service?"➤ Response-Able➤ Your Attitude and the Difference It Makes
11:00 am - 11:15 am	First Impressions/Rate Your Job Performance <ul style="list-style-type: none">➤ Lack of Caring Communication and Effects➤ Gratitude and Appreciation-Caring Comments➤ What Constitutes a Caring Comment?
11:15 am - 11:40 am	Uncaring Communication and How to Identify It <ul style="list-style-type: none">➤ Zero/Crooked/Plastic and Hostile Communication➤ Rate Your Job Performance
11:40 am - 12:00 pm	Methods of Interaction for Providing Quality Customer Care <ul style="list-style-type: none">➤ Ask/Listen/Respond Model➤ Listening Activity➤ Telephone Etiquette
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Performance <ul style="list-style-type: none">➤ Types of Promises➤ Keeping Promises➤ Learning
2:00 pm - 3:00 pm	Handling An Irate Customer <ul style="list-style-type: none">➤ Steps to Diffusing a Difficult Situation➤ Service Recovery Techniques
3:00 pm - 3:15 pm	Break
3:15 pm - 4:30 pm	Strategies for Handling An Irate Customer
4:30 pm - 5:00 pm	Feelings Certificate Presentation

LEADING EMPOWERED TEAMS - (Day 2)

Tuesday, May 2, 2017

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| 8:30 am - 9:30 am | Blinding Flash of the Obvious (BFO's) <ul style="list-style-type: none">➤ Service Leader That You Admire |
| 9:30 am - 10:30 am | Quality Service Defined <ul style="list-style-type: none">➤ Quality Service Standards➤ Feedback, Empowerment, Teamwork➤ Who Gets to Decide |
| 10:30 am - 10:45 am | Break |
| 10:45 am - 11:30 am | Keys to Quality Service: Footprints <ul style="list-style-type: none">➤ Creating Customer Comfort➤ Gap Analysis |
| 11:00 am - 12:00 pm | Service Points and Flash Points <ul style="list-style-type: none">➤ Critical Impressions➤ The Changing Environment➤ Conscious Competence |
| 12:00 pm - 1:00 pm | Lunch |
| 1:00 pm - 2:00 pm | Leadership Introduction <ul style="list-style-type: none">➤ Best Leader➤ Service Quality Leadership |
| 2:00 pm - 3:00 pm | Quality Service Standards <ul style="list-style-type: none">➤ Communicating quality service standards➤ Communication Exercise➤ Steps to Effective Communication-MBA |
| 3:00 - 3:30 pm | Why Do We Need Feedback |
| 3:30 pm - 3:45 pm | Break |
| 3:45 pm - 5:00 pm | Feedback <ul style="list-style-type: none">➤ Feedback Defined➤ “Catching Somebody Doing Something Right” Technique➤ Confronting Non-Performance |

CERTIFIED CUSTOMER SERVICE LEADER - (Day 3)
Wednesday, May 3, 2017

8:30 am - 9:30 am	Empowerment <ul style="list-style-type: none">➤ What is Empowerment➤ Implementing Empowerment
9:30 am - 10:30 am	The Key to Empowerment <ul style="list-style-type: none">➤ “Stuck in the Middle With You Game”➤ Encouraging Empowerment- Group Activity 1.1➤ Flash Points/Service Recovery Techniques
10:30 am - 10:45 am	Break
10:45 am - 11:30 am	Four Problems of Empowerment <ul style="list-style-type: none">➤ Empowerment Strategies- Chapters 6-8 Review➤ Steps to Publicly Reinforce and Celebrate Empowerment
11:30 am - 12:00 pm	Brainteasers Game <ul style="list-style-type: none">➤ Values Outline and Hand Out for Empowerment
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Time Management <ul style="list-style-type: none">➤ Managing our time➤ The Time management Grid➤ Time Management Tips
2:00 pm - 3:30 pm	Teamwork <ul style="list-style-type: none">➤ Tower Building Exercise➤ What did we learn?
3:30 pm - 3:45 pm	Break
3:45 pm - 4:30 pm	Action Planning Agenda <ul style="list-style-type: none">➤ Quality Service Standards➤ Service Quality Leadership➤ Gap Analysis
4:30 pm - 5:00 pm	Leading Empowered Teams Review and Certified Customer Service Leader Certificate Presentation

CERTIFIED CUSTOMER SERVICE TRAINER - (Day 4)
Thursday, May 4, 2017

8:30 am - 9:30 am	Leader Guide for FEELINGS overview <ul style="list-style-type: none">➤ How to use the Leader Guide➤ Preparing for the Workshop➤ Effective Questioning and Listening Techniques➤ Rules for Role-Play & Invitation Letter➤ Recommended Implementation➤ The Art of Good Leadership➤ Facilitation Tips and Best Practices
9:30 am - 10:15 am	Participant Presentation
10:15 am - 10:30	Break
10:30 am - 12:00 am	Participant Presentations
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	L. E. T. Train-the-Trainer
2:00 pm - 2:45 pm	Participant Presentation
2:45 pm - 3:00 pm	Break
3:00 pm - 4:30 pm	Participation Presentation
4:30 pm - 4:45 pm	CCST Certificate Presentation