

Attaining Excellence for Managers

Attaining Excellence Achieves Results! And Here is Why...

Attaining Excellence achieves results because it's more than a one-shot training event. It's a proven workforce development system designed specifically to improve service quality. It works because it's used organization-wide for everyone with external or internal clients. And the content has been developed using 28 years of research on customer service and feedback by training professionals in industry and government.

This system has three parts: active learning by managers; coaching and evaluation by supervisors; and recognizing quality service performance on-the-job.

Active Learning

Active learning breaks through to people of all job descriptions, from blue collar to high tech. Attaining Excellence doesn't allow participants to be spectators. It pulls them into the learning process by presenting the content in multiple ways: visually, verbally, experientially and in writing.

Your facilitators and participants will love the variety of active learning techniques used in Attaining Excellence. Group activities, self-evaluations, drawing, note-taking, fill-in-the-blank exercises, observation activities and reviews are woven together to increase learning and retention. Attaining Excellence will connect with your participants no matter what their learning style.

Coaching and Evaluation by Supervisors

New skills, behaviors and attitudes quickly fade unless the worker's supervisor or manager reinforces them. Supervisors are key to workforce development and quality customer service. Attaining Excellence curriculum has three objectives:

1. To increase understanding of the five elements of quality customer service delivery
2. To sharpen coaching skills for continual improvement and celebration of success
3. To spark new strategies for enhancing the service level in their area of responsibility

Supervisors avoid coaching because they've never been taught how. You'll help them become more effective in giving feedback so your service initiative will be a success.

The Attaining Excellence system includes evaluation forms for use by supervisors to make quality service part of your ongoing performance reviews. They tie your performance reviews to the training, coaching, and quality standards -- all in the language of Attaining Excellence.

Recognition of Quality Service

Positive reinforcement has always been more effective than negative sanctions in changing behavior. Attaining Excellence honors participant learning with a "Certificate of Accomplishment" for the classroom component. Supervisors may award a striking bronze "Commitment to Excellence" cloisonné pin when they catch workers providing quality service. Recognition completes the customer service improvement cycle.



Participant Materials for all First Level Managers and Supervisors

- Participant Manual, 40 pages, 3-ring binder
- Customer Service Performance Rating Guide
- Coaching Principles Pocket Reference Card
- Certificate of Accomplishment
- Commitment to Excellence Pin (optional)



Facilitator Package Elements

Everything needed to plan, organize and teach. Easy-to-follow scripted seminar, preparation checklist, room layout ideas, discussion questions and answers, training tips, flip chart copy, and video scripts. Leader Guide includes participant manual text so the facilitator doesn't have to jump between two books.

- Manager Training Leader Guide for 12 modules, 96 pages, 3-ring binder, Customer Service Performance Standards and Rating Guide
- Color PowerPoint Presentation on disk for all 24 modules and hard copies for making overhead transparencies.

Flexibility in Implementation

Attaining Excellences modular design allows its use in one or two-day formats, or in 10 shorter sessions of 60 to 90 minutes.

Attaining Excellence Implementation Options

1. TURN-KEY PROGRAM IMPLEMENTATION

Classroom training by Service Quality Institute affiliated training professional(s) using the ready-to-go or a customized curriculum.

2. TRAIN-THE-TRAINER

One-day workshop for those who facilitate the classroom learning of managers. Prior training experience not required; enthusiastic individuals with good presentation and people skills helpful.

3. IN-HOUSE FACILITATION

Facilitation and participant materials are supplied for internal training. Everything needed to plan, organize and teach is provided for classroom learning. Leader Guide recommended for each facilitator.

4. ONLINE LEARNING

The web-based modules are presented in an easy-to-use, self paced, interactive format on SQI's web site www.customer-service.com

For more information, please call or write your Service Quality Institute Representative:



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Attaining Excellence is offered exclusively by independent Service Quality Institute consultants.
Service Quality Institute is internationally recognized for its customer service research, publications, and training resources.
Its training systems have helped over a million people in successful organizations worldwide to achieve excellence in customer service.