

FEELINGS

RETAIL • SERVICE



FEELINGS RETAIL•SERVICE

SUPERIOR SERVICE from your entire organization sets the positive word-of-mouth process moving, and puts you in a league of your own!

John Tschohl is the Founder and President of **Service Quality Institute**, the global leader in customer service. Author of *Loyal for Life, Achieving Excellence Through Customer Service, The Customer is Boss, e-Service, and Ca\$hing In*, John Tschohl has been called a "customer service guru" by Time and Entrepreneur Magazines.

Service Quality Institute is over 37 years old and one of the only consulting and training firms dedicated solely to customer service.

The Institute has created over 30 off-the-shelf customer service training programs, and has done customized programs for Federal Express, Wong in Peru, Prado of Ecuador, Banco G & T Continental of Guatemala, Allied Van Lines, K-VA-T Food Stores, Miller Brewing, Kroger, Woolworths of UK, Bank of Communications in China, US Armed Forces and firms across the world.

The FEELINGS RETAIL•SERVICE Concept:

FEELINGS RETAIL•SERVICE achieves a positive transformation in employees by increasing awareness of customer needs, improving skills for dealing with customers, increasing employee's self-worth and improving communications and cooperation with other employees.

Many employee training programs are dull, technical, sophisticated and boring. Keeping the target audience in mind, **FEELINGS RETAIL•SERVICE** is designed to be fun, stimulating, and entertaining for the employees. They learn and retain many new skills that benefit them both personally and professionally. It builds spirit and gets their hearts pumping faster. You will see an immediate improvement in behavior and attitudes. Your employees will care more about their customers and about their jobs.

FEELINGS RETAIL•SERVICE is designed and written specifically for your front-line personnel. It is not written for upper management, although all employees must participate. There are more advanced seminars and consulting services available for middle and upper management.

Service Quality Institute has a No Ifs, No Ands, No Buts Money Back Guarantee. You can train your entire workforce with **FEELINGS RETAIL•SERVICE**, and return the materials for a complete refund at any time for any reason.

Simply put, we guarantee that **FEELINGS RETAIL•SERVICE** will produce immediate results. Since **FEELINGS RETAIL•SERVICE** was first developed, thousands of organizations have trained millions of employees with the program.

FEELINGS RETAIL•SERVICE is Designed to do four things:

Change attitudes and behavior.

Teach the skills and techniques of customer service.

Build the self worth of employees and help them feel good about themselves.

Improve employee morale and teamwork.

Are You Satisfied With The Way Your Employees Treat Customers and Co-Workers?

FEELINGS RETAIL•SERVICE Has Positive Lasting Effects on Employees.

FEELINGS RETAIL•SERVICE achieves a positive transformation in employees by increasing awareness of customer needs, improving skills for dealing with customers, increasing employee's self-worth and improving communications and cooperation with other employees.



During the 3-Session Workshop, employees will learn:

Individual Excellence

- ✓ How customers decide where they'll do business.
- ✓ How body language conveys one's attitude.
- ✓ How to do their job better.
- ✓ How every person in the company is important.
- ✓ How to develop self-discipline and self-esteem.
- ✓ How to make the customer feel important.
- ✓ How to use the telephone more effectively.
- ✓ How to listen more effectively to customers.
- ✓ How to identify and satisfy customer expectations.
- ✓ How and when to make promises to customers.
- ✓ How to handle special problems, concerns and complaints.
- ✓ How to turn an angry customer into a satisfied one
Personal skills, attitudes and motivations.

AND MUCH MORE!

FEELINGS RETAIL•SERVICE Will Have A Measurable Impact On How You Do Business.

The truth is: getting customers is costly. Many businesses believe it takes advertising, sales promotions, capital renovation, price wars, and all the other investments made, to attract customers.

SERVICE, however, is what determines whether or not they will return. Research shows that only 4% of dissatisfied customers complain. The other 96% just don't come back.

The bottom line is: customer dissatisfaction and negative word of mouth costs you. Just one rude or indifferent employee may cancel all the efforts and expense required to attract a customer. Once you implement **FEELINGS RETAIL•SERVICE** you can immediately begin to:

- Develop a service culture.
- Increase sales and profits.
- Increase market share.
- Increase repeat business and expenditure by customers.
- Increase positive word of mouth advertising.
- Reduce Customer complaints.
- Build customer loyalty and employee teamwork.
- Reduce employee turnover.
- Improve attitude, morale and communication of employees.
- Improve your brand and image in the marketplace.
- Reinforce your customer service philosophy.

The results of implementing the **FEELINGS RETAIL•SERVICE** program are measurable, quantifiable, and can be tracked.

A Superior Training System Must Contain Certain Elements of the following:

FEELINGS RETAIL•SERVICE is designed to be very **FUN** and **ENTERTAINING** in order to hold each participant's attention and interest in the program. Employees enjoy participating and want to come back for the next session.

FEELINGS RETAIL•SERVICE is designed to focus on **BASICS** and **FUNDAMENTALS**. Front-line employees do not have the experience and expertise found in upper management. They need skills and techniques that they can use instantaneously to improve their level of performance.

FEELINGS RETAIL•SERVICE includes professionally recorded videos that illustrate every day experiences. Participant Workbooks, Leader's Guides and materials are designed to be userfriendly and attractively packaged, encouraging participants to work together in the process. Music and humor add to the materials' emotional impact.

EXPERIENTIAL LEARNING allows for group participation and interaction, which is the most effective way of learning skills and changing behavior.

FEELINGS RETAIL•SERVICE will build teamwork and improve communication among all employees.

FEELINGS RETAIL•SERVICE focuses on **PERSONAL GROWTH & DEVELOPMENT**. It builds the self worth, self esteem and skills of each employee. Graduates of **FEELINGS RETAIL•SERVICE** care more about their customers and more about their jobs.

You will see an immediate improvement in behavior and attitudes.

...If You Really Want Results!

FEELINGS RETAIL•SERVICE IS A COMPLETE PROGRAM THAT IS EASY TO IMPLEMENT. FACILITATOR PACKAGE INCLUDES:

Leader's Guide:

This 3-ring binder provides amazingly simple step-by-step instructions on how to organize, prepare for and conduct each session. Because the Leader's Guide is user friendly, there are just three requirements to be a good Leader:

- **Enthusiasm**
- **Peer Respect**
- **Exceptional Customer Service**

A Leader's guide is recommended for each Leader who implements the learning system. Workshop leaders are usually managers and supervisors of your organization, however, experienced employees with a high level of enthusiasm toward customer service could lead the workshop as well.

Video: DVD's contain a series of skits demonstrating both the right and wrong way to serve customers. The 20 minutes of video for each session will generate group discussion and experiential learning. Each location should receive a set of 3 DVD's with one for each session.



PARTICIPANT PACKAGE INCLUDES:

Participant Books:

A thoughtfully-planned 136 page workbook guides each participant through leading-edge concepts, skills and practices of customer service excellence. Exercises throughout the book reinforce and assist in the learning experience. Between each session, employees spend personal time reading and reinforcing service concepts. Without the use of the Participant Book for each employee, an additional 8-10 hours of training would be required to accomplish the same objectives.

Support Materials: Support material include a Technique Card, Certificate of Completion and Customer Service Performance Standard. The performance standards are an excellent management tool to evaluate the changing behavior of employees. They provide feedback, coaching and skill development.

SCHEDULING AND IMPLEMENTATION:

FEELINGS RETAIL•SERVICE is conducted on-site where your employees work (saving you time and money) in three sessions spaced one week apart. Each session is 2-4 hours long. A follow-up session is conducted 30-60 days later.

The **FEELINGS RETAIL•SERVICE** technology is also designed so you can implement the system at either one location or many locations simultaneously, ensuring a consistent image and message company-wide.

FOLLOW-UP and REINFORCEMENT:

To maintain a high level of competence in quality and service, **FEELINGS RETAIL•SERVICE** should be conducted every 90 days for all new employees. A monthly follow-up implementation schedule is recommended to insure that new employees and poor performing graduates go through the training program again.

The customer service performance standard measures behavior, and graduates with low ratings need to go through **FEELINGS RETAIL•SERVICE** again. You cannot afford to keep employees with low scores. To build a service culture, a new SQI program should be introduced every 4-6 months. It must be new and different to maintain excitement and change attitudes and behaviors.

MEASUREMENT:

To measure the impact of Service Quality Institute's learning systems we suggest you track the following on a monthly, quarterly and annual basis: sales, market share, profit, defection rate, customer count, customer complaints, customer satisfaction, repeat business, employee turnover (actual number and actual cost to replace employees), shrinkage/theft, tardiness, absenteeism, workers compensation claims, grievances, claims and customer service performance standards.

EFFECTIVE MEASUREMENT REQUIRES:

- All employees go through the training.
- Service Quality Institute's learning systems be used for all new employees, and graduates who failed to internalize the message the first time.
- Maintaining a service culture by implementing a new training program every 4-6 months.
- Measuring the return on investment by the total dollars invested in our technology.

PERSONALIZED MATERIALS AVAILABLE:

Companies may experience a greater benefit from **FEELINGS RETAIL•SERVICE** when they personalize book covers, certificates and video introductions. For larger organizations, full customization is available (Videos, Leader's Guide and Participant Materials).

TAILORED FOR MANY INDUSTRIES:

FEELINGS RETAIL•SERVICE is available in many versions for virtually any industry including:

- Professional/ Office
- Banks and Call Centers
- Retail/Service Industry
- Supermarkets
- Hospitals
- Medical Clinics
- Local Government
- Hotels and Resorts
- Higher Education
- Car Washes

MULTI-LINGUAL PACKAGES:

FEELINGS RETAIL•SERVICE is available in several languages including English, Spanish, Chinese, Russian, Indonesian, Romanian, Arabic, French and Portuguese.

FEELINGS RETAIL•SERVICE can also be translated into other languages.



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