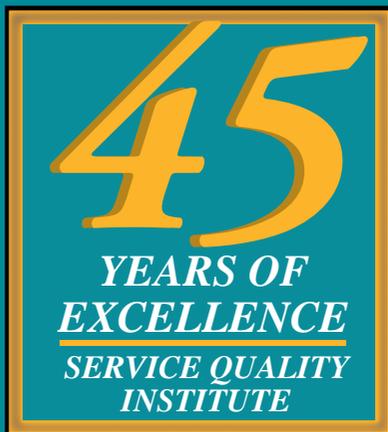


# Creating A Service Culture



The global leader in helping organizations keep customers, build market share and improve the performance of the entire work force by developing a culture of delivering superior customer service.

*Products & Services*



Service  
Quality  
Institute

*The Global Leader  
in Customer Service*

Dear Executive:

Have you found that your customers are more demanding than ever? All programs are now available on a flash drive or DVD.

And yet, service worldwide seems to be poor. Companies spend most of their dollars to attract new customers—and virtually nothing to keep them. When you partner with Service Quality Institute, our programs will help you keep customers!

High-value, maximum-impact customer retention demands that you help employees understand the value of keeping the customer and how they can contribute to the process. Next you must give them the skills to succeed.

Our expertise can help: For over the last 45 years, Service Quality Institute has been the global leader in helping organizations keep customers and building market share. Our clients also learn how to improve the performance of their entire workforce so they can develop a culture of delivering superior customer service.

We are an international business with over 30 products in 12 languages, and many online. SQI spends hundreds of thousands of dollars each year to release new programs and upgrade present ones. The latest one is Healthcare With Feelings. Our channel partners are in over 40 countries.

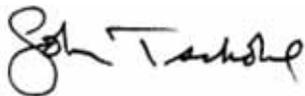
**Our focus and core competence is changing attitudes and behaviors in order to build a service culture with our “all-you-can-eat 3 year service culture buffet.”**

This requires commitment, time and some money. Building world-class service and a service culture demands that you keep employees motivated and trained continually. One-shot progress produces one-shot results. This means you need to introduce a new training program every four to six months to avoid the downturns. Our experience shows that it should be new, and different, and it must reinforce the message learned in the previous program to be effective and hold their interest.

You can measurably increase performance in 16 areas of your organization (see page 4), through an ongoing series of programs for just a few dollars per year, per employee, with our three-year service culture plan.

Invest in your company’s one asset where you can get the greatest return on the dollar: Your employees.

Sincerely,



John Tschohl  
President

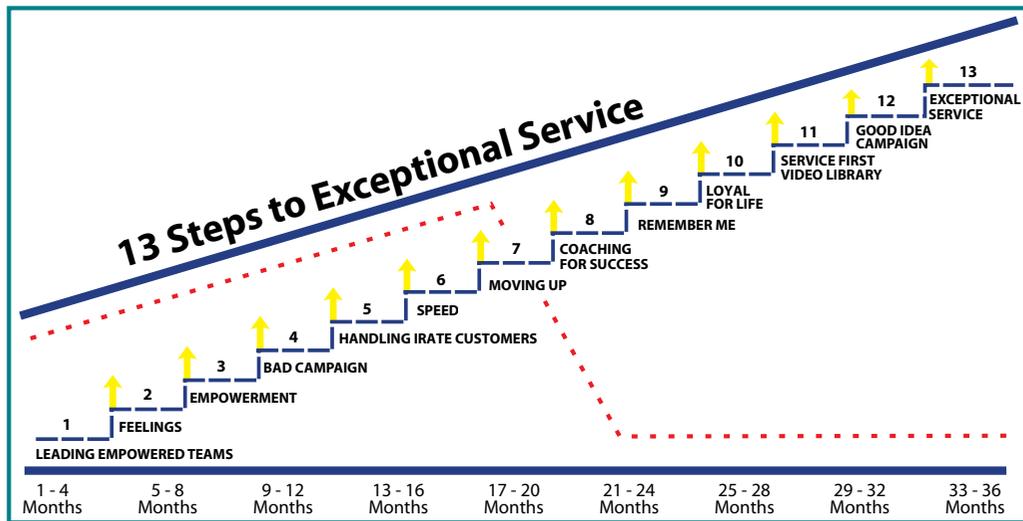


John Tschohl

PS: Take action now to retain customers. Our NO Ifs, NO Ands and NO Buts money-back guarantee says, “It works!”

# Creating A Service Culture

## Strategic Plan for Corporate Culture Change



This is a recommended three year service culture plan. Phase sequence will be tailored to your environment. Every 4-6 months the next phase should be kicked off. We recommend 12 months between BAD and GOOD Idea Campaigns for maximum impact.

If money is a concern, start with the BAD cost reduction campaign and use some of the savings to fund the entire three year plan. It's low risk and inexpensive.

## Customer Service

- 1. LET (Leading Empowered Teams)** - Two-day seminar designed to get management emotionally committed to exceptional service and trained to reinforce empowered action and improve performance. Focus is on empowerment, team building, coaching, feedback and strategic positioning.
- 2. FEELINGS** - Six to nine hour program designed to launch the quality service concepts and create/build commitment throughout the organization. Course topics include self-esteem, communication, listening, keeping promises and handling difficult situations.
- 3. EMPOWERMENT - A WAY OF LIFE** - Is a game-changing practice that is implemented in 2 sessions of 2-4 hours each.
- 4. BAD Campaign (Buck-A-Day)** - A 30-day idea campaign designed to eliminate waste and reduce costs. The campaigns are uncomplicated, involve the front-line staff, easy to implement and arouse interest because they use recognition and are designed to be fun.
- 5. HANDLING IRATE CUSTOMERS** - Irate customers can destroy your day. Learn how to diffuse irate customer encounters. A new program implemented in 2 sessions of 3 hours each.
- 6. SPEED** - Speed gives your employees the Speed Mindset and empowerment to produce quick, quality and unexpected turnaround every time. Implemented in 2 sessions of 3-4 hours each.
- 7. MOVING UP** - Helps employees understand their self-imposed limitations, and then believe in themselves in order to achieve their goals and make their dreams come true. Implemented in 2 sessions of 3-4 hours each.
- 8. COACHING FOR SUCCESS** - A one day seminar for motivating and managing and even firing for improved employee performance.
- 9. REMEMBER ME** - A powerful program designed to get everyone to recognize and use customers' names. Implemented in 2 sessions of 2-3 hours each.
- 10. LOYAL FOR LIFE** - A 3 to 4 hour service recovery and empowerment seminar. Learn how to take unhappy customers from Hell to Heaven in 60 seconds or less.
- 11. Service First Video Library** - Twelve videos that teach the skills needed to demonstrate quality customer service at the front line. The programs are designed to improve morale and interpersonal communication and reduce complaints.
- 12. GOOD Idea Campaign** - A 30-day campaign that puts focus on quality and customer satisfaction. An exciting event that gets widespread employee participation built on the premise that people closest to problems frequently have worthwhile ideas.
- 13. EXCEPTIONAL SERVICE** - A 2 to 4 hour program designed to get employees to provide exceptional service not just good service.

# Measuring Results to Ensure Return on Investment (ROI)

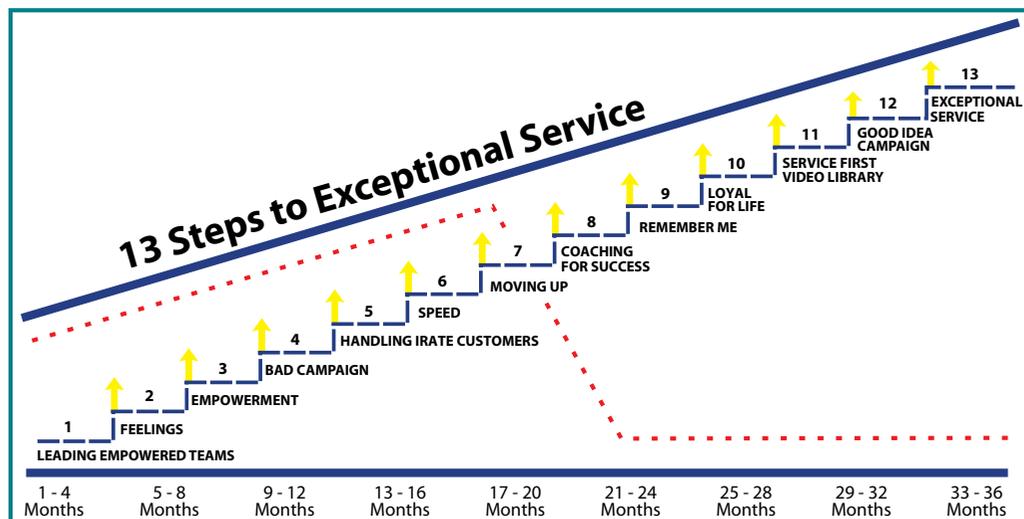
## Measurement/Benchmarking

To measure the impact of Service Quality Institute's learning systems, we suggest you track the following on a monthly, quarterly and annual basis.

1. Sales	8. Repeat Business	12. Absenteeism
2. Market Share	9. Employee Turnover	13. Workers Compensation Claims
3. Profit	a. Actual number	14. Grievances
4. Defection Rate	b. Actual cost to replace employees	15. Claims
5. Customer Count	10. Shrinkage/Theft	16. Customer Service Performance Standards
6. Customer Complaints	11. Tardiness	
7. Customer Satisfaction		

Effective measurements require that:

1. All employees go through the training.
2. Service Quality Institute's learning systems are used for all new employees and graduates who failed to internalize the message the first time.
3. A new SQI program should be introduced every 4-6 months.
4. The return on investment is measured by the total dollars invested into our technology.
5. Service Quality Institute can design and help evaluate the measurements. Before and after measurements with hard data for each step/phase are encouraged.



# Strategic Seminars and Books by John Tschohl

John Tschohl, founder and president of Service Quality Institute. Author, the internationally recognized service strategist and *USA Today's* and *Time* and *Entrepreneur Magazine's* customer service guru.

*Creating a Strategy to Maintain a Service Culture*

**John Tschohl**



*Books That Can Change Your Life*

<b>Keynote Presentation</b>	John Tschohl, service strategist and customer service guru, author and speaker, will share his knowledge on the commitment to world-class service as a strategy to rapidly grow your business.
<b>Empowerment: A Way of Life (2 to 8 Hours)</b>	Empowerment is the ultimate in customer service. It is all about having millions and millions of over happy customers.
<b>Achieving Excellence Through Customer Service (One Day)</b>	Designed to strategically launch the quality service concepts. Creates and builds commitment throughout the organization for world-class service.
<b>Speed (2 to 8 Hours)</b>	Dramatically shorten the time it takes to complete any task for customers and co-workers. Alter your employees' mindset, eliminate barriers and empower them to act quickly, and review restricting policies and systems.
<b>Loyal for Life (2 to 8 Hours)</b>	How to take a customer from hell to heaven in 60 seconds or less. Built around service recovery and empowerment.
<b>Moving Up (2 to 8 Hours)</b>	Remove self-imposed limitations. Become indispensable and extraordinary. Heavy on motivation and light on customer service.



### **Moving Up**

It's about your life... It's about succeeding. It's about taking chances, dreaming big, being proactive and being ready when opportunity presents itself.

*Available in Russian.*



### **Empowerment: A Way of Life**

Empowerment is the ultimate in customer service. It is all about having millions and millions of over happy customers.

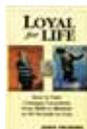
*Available in Spanish, Russian.*



### **Achieving Excellence Through Customer Service**

John Tschohl's revised soft cover book provides a complete action plan for making quality service the central focus of the management strategy. It has been called an encyclopedia of customer service strategies and experiences.

*Available in Spanish, Chinese, Russian, Indonesian and Romanian.*



### **Loyal for Life**

Service recovery and empowerment are covered in John Tschohl's newest book. How to take unhappy customers from Hell to Heaven in 60 seconds or less.

*Available in Spanish, Russian, Indonesian and Chinese.*



### **e-Service**

John Tschohl's book e-Service is speed, technology and price built around service. It's loaded with facts, role models and techniques on how to build an e-service business.

*Available in Spanish, Portuguese, Chinese and Finnish.*



### **Ca\$hing In**

John Tschohl's soft cover book teaches service providers what it takes to Make More Money, Get Promotions and Love Their Jobs. Builds self-esteem and empowerment.

*Available in Spanish, Portuguese, Greek, Estonian, Malay, Turkish and Chinese.*



### **The Customer Is Boss**

The guidelines provided in John Tschohl's hard cover book show how to effectively challenge bad customer service and gain satisfaction in the dealings with service providers.

*Available in Chinese.*

# Driving the Service Culture for Managers/Supervisors

*Interactive Workshops That Help You Change Behaviors*



## **Leading Empowered Teams for Service Quality**

This two-day workshop enables managers to set and maintain service standards, provide feedback and reward systems and create a work culture characterized by superior service, empowerment, trust and teamwork.

*Available in Spanish, Russian, Romanian, Korean and Chinese.*

## **Coaching for Success**

This one day or two half days seminar is for everyone in a leadership position. Motivating and managing and even firing for improved employee performance is a critical skill every manager and leader should master.

A successful manager creates an environment where employees, from the highest performers to those struggling to achieve, understand that YOU are there to serve them--to put them first-- and bring out the best in them. Employees want to feel wanted, needed, valued and need to belong.

*Available in Spanish, Russian, Chinese.*



*Online Learning*



## **Online Certifications and e-Learning**

Available for higher education institutions to brand and personalize. A tuition-based program that provides learners with access to 14 unique, compelling and practical lessons. Learners must complete 8 of 14 lessons within 12 months to earn a Certificate in Customer Experience Management.

*Traditional Classroom Courses*

## **Traditional Classroom Courses**

Available to brand and personalize. Each classroom course designed to run 4-5 hours. Each is a standalone curricula with facilitator and participant materials. The Art of Satisfying Customers and Advanced Customer Service.



# Developing Your Most Powerful Asset: “Front-Line Employees”

*Change  
Behaviors and  
Attitudes  
Through the  
FEELINGS  
Three Session  
Programs*

Effective, video-based, facilitator-driven learning systems with user-friendly facilitator guide. Designed to be implemented on-site at single or multiple locations simultaneously. Available on DVD or flash drive.

Three sessions of 2-3 hours each, designed to encourage interaction, focuses on personal growth and development. Resulting in superior quality service with customers. Industry Specific Versions Include:



Three session program tailored to professional, financial, government, insurance and white collar environments.

*Also available in Spanish, Russian, Chinese, Indonesian.*

*Feelings for  
Professionals*



*Retail/Service*

Applies to retail settings, restaurants, car dealerships, service and blue-collar environments.

*Also available in Spanish, Russian, Chinese.*

*Healthcare With  
Feelings*



Designed for all healthcare settings. Hospitals, clinics, assisted living, long term care, and home care.

*Also available in Spanish.*

*Supermarket*

Customer care is written specifically for the supermarket industry.

*Also available in Spanish.*



*Higher  
Education*



Connections is designed for support staff in colleges and universities to improve recruitment and retention of students. *Also available in Spanish.*

# Developing Your Most Powerful Asset: “Front-Line Employees”

## Handling Irate Customers



### Handling Irate Customers

is a two session, video-based instructionally designed learning system of 3 hours each that teaches employees how to handle irate customers and difficult situations. Facing off with a screaming, unreasonable, irrational customer represents the ultimate test of any employee's service skills.

*Also available in Spanish, Russian, Chinese.*

## Empowerment: A Way of Life

**Empowerment: A Way of Life** is a 2 session program of 2-3 hours each that create a game changing practice. Empowerment is not about breaking the rules but bending them to keep the customer over happy.

*Also available in Spanish, Russian, Chinese.*



## Moving Up



**Moving Up** is a new, two-session program designed to get employees to remove their self-imposed limitations, and have the desire to Move Up. Employees who succeed get ahead by doing more, and working creatively -- being extraordinary by being faster, more remarkable and more human. Successful employees make themselves indispensable.

*Also available in Spanish, Russian, Chinese.*

## Speed

**Speed** means do it fast, do it now and do it right. It is a two session, video-based learning program that creates a speed mindset and helps you eliminate barriers internally and externally.

*Also available in Spanish, Russian, Chinese.*



## Service Recovery and Empowerment



**Loyal for Life** is a one session, video-based program on service recovery and empowerment. Implemented in 3 to 4 hours.

*Also available in Spanish, Russian, Chinese.*

*Exceptional  
Service for  
Service  
Leaders*

**Exceptional Service Generic** is a one session, video-based program. Also available in Supermarket version. Design allows session to be implemented in two or four hours.

*Generic is also available in Spanish, Chinese.*

**Content focuses on:**

- Your Role in Service Quality
- Care and Concern
- Value-Added Service
- Problem Solving
- Service Recovery
- Speed



*Selling and  
Service Skills*



**Remember Me**

A two session, video based instructionally designed learning system that teaches employees how to remember and use customers' names.

*Also available in Spanish, Russian, Chinese.*

*Idea Campaigns*



## Influence Customers, Eliminate Waste and Improve Productivity

**Cutting Costs and Eliminating Waste:**

**Buck-A-Day Campaign.**

A bottom-up communications campaign that asks employees to focus on cost reduction. The objective: find a way to reduce costs by at least a dollar a day. The BAD campaign creates a climate that is receptive to change and improvement, resulting in major improvements that can produce millions of dollars in annual savings. SQI provides the software to track the savings. We guarantee the savings will exceed your investment in the Campaign or we will refund the difference.

*Also available in Spanish, Russian, Chinese.*

**Involving Everyone to Improve Customer Satisfaction:**

**Good Idea Campaign.**

This campaign is designed to tap the knowledge and experience of every member of your team: those on the firing line and in support positions. It asks each group and department to find how they can better satisfy the needs of their internal and external customers. The campaign is flexible enough to extend its focus to quality and other areas that need improvement ideas from employees. Measurement software is provided.

*Available in Spanish.*



*Building and Retaining a Service Culture with the Service First Video Library*



**Service First Video Library.** Series of 12 DVD's or 1 flash drive is ideal for training new employees and excellent for self-study. Each monthly video is designed so you can tailor training sessions to meet your needs. Sessions can be 15 minutes in length or expanded up to an hour.

A comprehensive facilitator manual along with full-color PowerPoint presentations, discussion guides, answer sheets and four color certificates are available from our website. *Also available in Spanish, Russian, Chinese..*

**Videos:**

- |   |                                    |
|---|------------------------------------|
| 1. Your Key to Customer Satisfaction          | 6. Exceeding Customer Expectations |
| 2. Teamwork Development                       | 7. Value-Added Service             |
| 3. Handling Complaints and the Irate Customer | 8. Effective Telephone Techniques  |
| 4. The Language of Positive Communication     | 9. The Art of Satisfying Customers |
| 5. Effective Questioning and Listening        | 10. Service Recovery               |
|   | 11. Empowerment                    |
|   | 12. Total Quality Service          |

*Custom Design Programs*

**Custom Designed Customer Learning Systems**

We design customer service training programs to fit your brand and specific needs. You can customize our flag ship training programs like Federal Express, Banco de Credito from Peru, U.S Air Force & Navy, Allied Van Lines, Telefonica Peru have done. Our expertise is in creating instructionally designed customer service training programs for the total work force that change attitudes and behaviors and creates an awesome customer experience.

**Customer Service Certification Training Workshops**

**Who Should Attend Our Workshops and Certification Programs?**

Executives, managers, leaders, supervisors and trainers that want to develop and enhance their service skills and attitudes.

**Certified Customer Service Leader, CCSL (3 days)**

For leaders who want to drive and nurture a service culture built around empowerment and teamwork. Learn how to improve your coaching and reinforcement skills.

**John Tschohl Service Strategy Feelings Leading Empowered Teams**

**Certified Customer Service Trainer, CCST (4 days)**

Trains you how to skillfully teach these two flagship programs and licenses you to be able to teach and purchase participant materials. Facilitator's material is provided.

**John Tschohl Service Strategy Feelings Leading Empowered Teams Train-the-Trainer**

*Certification Seminars*

## Client Comments



**Jose R. Mariategui**  
*President*  
Mariategui JLT Insurance  
Brokers Peru

“Last year our new sales grew enormously, but we had problems with retention. Ever since we hired SQI the client retention has increased tremendously. It is a direct result of the new service strategy we have implemented with your firm.”



**Tewelde Gebremarian**  
*Chief Executive Officer*  
Ethiopian Airlines

“Ethiopian Airlines is committed to your service strategy. Your approach is practical and focused. Everyone loves your vision on Empowerment. The three year service culture plan we launched with Service Quality Institute will help us become a 4 Star Airline with 5 Star Service.”



**Eduard Kim**  
*Chairman of the Board*  
Technodom Operator JSC

“Your service strategy seminar and SQI products are helping Technodom become the most customer driven firm in Kazakhstan. Empowerment and superior service will allow us to build a brand around the Customer Experience which impacts market share and sales.”



**Thomas Raffio**  
*President & CEO*  
Northeast Delta Dental

“Tschohl’s keynote speech at the Granite State Quality Conference was inspiring, focused and well-received. He showed everyone how a company can ride a service strategy to business success.”



**Miguel Mier**  
*Chief Operating Officer*  
Organización Ramírez Mexico

“Our entertainment company needed to improve service and change the culture of our 10,000 employees. We wanted a program that could help them understand the importance of providing service that exceeds our client’s expectations. Feelings, Service First Video Library and John Tschohl’s philosophy were the answer to our needs. We found the ideal programs with the use of Service Quality Institute’s programs and in less than two years, we were able to transform the quality of service we were providing throughout the company.”



**Qian Wen Hui**  
*Vice President*  
Bank of Communications

“Customer service is a competitive strategy of the Bank of Communications. Customer service is a culture that all employees will work together as a team to deliver Exceptional Service to our clients.”



**Herman Gref**  
*President and CEO*  
Sberbank Russia

“John Tschohl, the customer service guru, shares his best practices on how to forge a customer centric service company for the future. Achieving Excellence Through Customer Service is a gift to all following the customer and struggling to make their companies into market leaders.”



**Sandra Wallace Jones**  
*Instructor*  
Martin Community College,  
Williamston, North Carolina

“We just finished a course using Service First Video Library—truly a success. I have received many compliments from the students about the class contents. They stated, ‘This is a course that everyone should take. It is so refreshing to learn practical information that I not only can take back to my job, but can use in my home also, and if we look at the five principles of Service First, they are really the principles or ideas from the Bible.’ So you can see the video helped the students to see the importance of doing things in a positive manner.”



**Michelle Balow**  
*West Title, LLC - CEO*  
Minnetonka, MN

West Title implemented SQI just one year ago and has seen tremendous improvement in the employee culture and in our customer service. Our employees look forward to the quarterly training sessions and actively participate in each session. The employees as well as the company have seen the benefits of SQI’s principles of consistently providing “quality customer service” by our customer retention and compliments from customers and clients on the service they receive. Thank you SQI for helping us regain our focus on our most important assets - our employees and our customers!

NO Ifs, NO Ands and NO Buts.  
*Your Satisfaction is Guaranteed or Your Money Back*

Try any of our learning systems,  
 and if you're **NOT** satisfied with the results,  
 return the materials  
 for a full refund... *NO Strings Attached!*



We provide you with all the options to promote a culture of Delivering Excellence throughout the entire organization:

- Strategic Seminars
- Consulting Services
- Idea Campaigns
- Video-Based Learning Systems
- Online Learning
- Service Books
- Certification Seminars
- Manager/Supervisor Workshops

If you believe that there is room to improve your customer service standards and performance, **Service Quality Institute** has a program to meet your needs. Simply fax or detach this form and return it to us for further information, or contact us directly at:



9201 East Bloomington Freeway • Minneapolis, Minnesota 55420-3497 USA

Phone: (952) 884-3311 • (800) 548-0538

E-mail: [quality@servicequality.com](mailto:quality@servicequality.com) • Web: [www.customer-service.com](http://www.customer-service.com) • Skype: ServiceQualityInstitute

• [www.JohnTschohl.com](http://www.JohnTschohl.com) • [www.EmpowermentAWayofLife.com](http://www.EmpowermentAWayofLife.com)



[www.facebook.com/JohnTschohl](http://www.facebook.com/JohnTschohl)



[www.twitter.com/JohnTschohl](http://www.twitter.com/JohnTschohl)



[www.linkedin.com/in/JohnTschohl](http://www.linkedin.com/in/JohnTschohl)

Scan or mail back to SQI

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

# of Employees: \_\_\_\_\_ Turnover rate: \_\_\_\_\_

**Please check the items that interest you the most.**

*Please send me additional information on the following:*

- |  |   |
|--|---|
| <input type="checkbox"/> 3-year Service Culture Plan | <input type="checkbox"/> Buck-A-Day Campaign                        |
| <input type="checkbox"/> Customer Service Books      | <input type="checkbox"/> Good Idea Campaign                         |
| <input type="checkbox"/> Service Strategy Seminars   | <input type="checkbox"/> Moving Up                                  |
| <input type="checkbox"/> Leading Empowered Teams     | <input type="checkbox"/> Empowerment:<br>A Way of Life              |
| <input type="checkbox"/> Coaching for Success        | <input type="checkbox"/> Consulting                                 |
| <input type="checkbox"/> Feelings                    | <input type="checkbox"/> Online Learning                            |
| <input type="checkbox"/> Speed                       | <input type="checkbox"/> Customer Service<br>Certification Seminars |
| <input type="checkbox"/> Remember Me                 | <input type="checkbox"/> Traditional Classroom<br>Courses           |
| <input type="checkbox"/> Loyal for Life              |   |
| <input type="checkbox"/> Exceptional Service         |   |
| <input type="checkbox"/> Service First Video Library |   |
| <input type="checkbox"/> Handling Irate Customers    |   |