

Service Leadership Excellence

Advanced Strategies in Creating Service Excellence for a Sustainable Competitive Advantage and Obtaining High Levels of Customer and Employee Loyalty

Amara Hotel, Singapore • 22nd – 23rd May, 2008

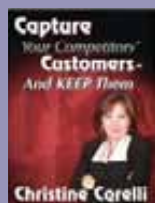


Course Facilitator:

Christine Corelli
President
Christine Corelli & Associates, Inc.

Author of the following best selling books:

Wake Up and Smell the Competition
The Art of Influencing Customers to Buy from You
Hiring and Retaining Quality Employees
Capture Your Competitors' Customers and Keep Them



Testimonials

"Christine is an outstanding facilitator. Her depth of knowledge and experience has been a great asset to our company."

Steven Trubich, HSBC

"(Christine) not only proved her skills as a business speaker, she was able to keep the division's focus on highly emotional issues like employee engagement, instituting change, and leadership. Her consulting presence was a major influence that led to an action plan that was well received by both employees and management... Her energy level, positive attitude and common sense approach to everyday business would be an asset to any organization!"

Client Services Manager, Caterpillar, Inc.

"I thoroughly enjoyed your presentation. You really have a great knack for the interactive dialogue with the audience, and as you know that sure helps reinforce the learning."

Customer Relationship Manager, GE Healthcare

Capitalize On The Expert Knowledge To Gain Maximum Value On These Vital Issues

- ❖ **OBTAIN** high levels of employee engagement and get front-line customer-facing employees excited about customer service and crave service excellence
- ❖ **PRACTICE** dynamic leadership that drive employee engagement and loyalty
- ❖ **GAIN** through practical culture and leadership effectiveness assessments with the expert
- ❖ **LEARN** how to enable and empower customer-facing employees
- ❖ **CREATE** a service excellence culture to win and keep customers
- ❖ **UNCOVER** methods to obtain accurate customer feedback
- ❖ **ENGAGE** in exercises and analyze case studies to help you achieve your own service goals, hire, and retain quality employees who think and act as your brand ambassadors
- ❖ **HEAR** real world applications from hands-on experience in the field, not theory
- ❖ **RECEIVE** first-hand information on how smart companies establish world-class service practices

UNI training courses are thoroughly researched and carefully structured to provide practical and exclusive training applicable to your organization.

Benefits include:

- Thorough and customized programmes to address current market concerns
- Illustrations of real life case studies
- Comprehensive course documentation
- Strictly limited numbers

Proudly Organised by:



Workshop Overview

Providing great customer service takes coordination from the top. Research has proven that many companies are losing customers at a staggering rate. Some don't even know why this is happening!

- Each year the average company loses 10% – 15% of its customer base (Bain and Company)
- 84% of customers who leave do so because of poor service (Forum Corporation)

Studies have shown that a positive relationship exists between top-level support and commitment for service and the resulting customer satisfaction. Simply put, if the leadership of the organization does not foster service leadership and tangibly demonstrate a customer orientation toward its employees, it is unlikely that employees will consistently and effectively demonstrate customer orientation towards the organization's external customers, resulting in a loss of competitive advantage and loyalty from both customers and employees alike.

With profound impact on productivity, competitiveness and profitability, and loyalty of customers and employees, an organization cannot expect to achieve leadership status without excellent service. **Service is the key differentiator!** It is up to service leaders like yourself to put in place a service strategy to ensure that your organization gains maximum benefits through exceptional service! This two-day highly interactive regional workshop seeks to cover in depth issues close to heart of many senior-level quality service and customer service executives today. Throughout the two days you will be getting a new set of perspectives with regards to key issues such as understanding and practicing the critical components of service excellence, how to lead with a customer focus, how to enable and empower customer-facing employees so that they crave service excellence, latest trends in sustaining service culture, examining the quality of the entire customer experience, effective ways of hiring and retaining service stars and many other pressing issues!

WHO SHOULD ATTEND

This training program is designed to provide valuable insights and skills for:

Organizational CEOs; Directors, Vice Presidents, Senior Managers of Service Quality, Service Excellence, Customer Service, Customer Care, Customer Experience, Customer Loyalty, Customer Management, Customer Relations, Customer Response, Customer Retention; Contact and Support Centre professionals; Business Analysts and all professionals responsible for delivering customer service commitments.

WHY YOU SHOULD ATTEND

Together with customer service veteran Christine Corelli, this two-day highly practical and hands-on workshop will equip you with the tools required to implement a service strategy that would make a difference to your organization's bottom line as well as customer and employee loyalty. **Practical exercises and tools** will be used throughout the two-day workshop to provide you with valuable insights in developing a "World Class" service reputation for your organization. Grab the opportunity to receive **first-hand information** and hear **case studies** on how smart companies establish world-class service practices. **Learn and apply** best service practices to your organization, **identify the actions** that you should take immediately and be set to return home with a **complete action plan** that would bring forth results!

DAY 1 | 22nd May 2008

THE STATE OF SERVICE TODAY

- ❖ Over the decades...where business has been, where we are now

SERVICE EXCELLENCE - A MISSION AND MAJOR STRATEGIC INITIATIVE

- ❖ You cannot rely on the strength of your brand alone
- ❖ Great brands are the result of consistently great customer experiences
- ❖ Service is the competitive differentiator
- ❖ Companies known for World Class service

Case Study: Four Seasons Hotels, Enterprise Rent-a-Car

HOW TO LEAD WITH A CUSTOMER FOCUS

- ❖ Examining the link between customer loyalty and employee loyalty and leading toward excellence
- ❖ Leading with values
- ❖ The most effective leadership style
- ❖ Critical practices of top performing executive teams
- ❖ Leadership actions to take that create a working environment for service excellence

Case Study: GE, Southwest Airlines, Cisco Systems

UNDERSTANDING AND INTERNALIZING WHAT YOUR CUSTOMERS WANT, NEED AND EXPECT

- ❖ What all customers want
- ❖ What, specifically, YOUR customers want
- ❖ Where expectations come from

Case Study: BMW

DETERMINING HOW WELL YOU DELIVER

- ❖ What your brand promise says you will deliver
- ❖ How to assess your strengths and weaknesses
- ❖ How to obtain customer intelligence through customer representatives
- ❖ Gathering critical information for sales and service

Case Study: JetBlue – An extraordinary stumble on the runway, plus Award Winning Caterpillar Dealer

CRITICAL COMPONENTS OF SERVICE LEADERSHIP

- ❖ Mission, purpose, and values—
- ❖ Hands on training for practical application
- ❖ Learn how to enable and empower customer-facing employees without jeopardizing your leadership
- ❖ Universal language for customer facing professionals

Case Study: Enterprise Rent-a-Car, HSBC – Make it Your Business

ESTABLISH WORLD CLASS SERVICE STANDARDS THROUGH EXAMINING CUSTOMER EXPERIENCE QUALITY

- ❖ Looking at what you do and how you do it- processes, procedures on customer touch points
- ❖ How to create a system to identify and eliminate service flaws
- ❖ Creating high standards for customer care
- ❖ Establishing "guiding-principles" specific to your business on customer care

Case Study: Apple Computer, Fed-Ex

Summary of Day One

DAY 2 | 23rd May 2008

ACHIEVE SERVICE LEADERSHIP THROUGH CUSTOMER LOYALTY

- ❖ Three fundamentals concepts on customer loyalty
- ❖ Managing complaints
- ❖ Obtaining customer feedback
- ❖ Manage enterprise feedback
- ❖ Trust based relationships
- ❖ Remedial action on mistakes, errors, recalls

Case study: American Honda, EDS Systems, Lexus

HIRING AND RETAINING SERVICE STARS

- ❖ Proven methodology of interviewing and selecting service oriented employees
- ❖ Identify and eliminate the causes of job dissatisfaction
- ❖ Defining critical competencies for service professionals
- ❖ The latest trends in reward systems and incentives to motivate and retain service professionals

Case Study: Caterpillar, Berkshire Hathaway

HOW TO SUSTAIN THE SERVICE CULTURE

- ❖ Why leaders must be relentless in the pursuit of service excellence
- ❖ Methods and techniques to sustain the culture and establish high levels of customer loyalty
- ❖ Mistakes to avoid
- ❖ Distance management techniques

CREATING AN ACTION PLAN

Teamwork session - Capitalise on the skills learnt and plan your service improvement initiative so that you can implement immediately once you are back in office!

EXECUTION EVALUATION FOR EXECUTIVE TEAMS

- ❖ Core Competencies – What will determine your ability to succeed
- ❖ Leading with an enterprise focus

SUMMARY, REVIEW, GROUP DISCUSSION, and BRINGING FORTH RESULTS

Review of key concepts for the two day session.
Identification of three actions you will take immediately.

THE LEADERSHIP ASSESSMENT TOOL

The tool will identify the main areas of competencies and attributes an executive leader should have, and what behaviors and actions communicate them. It will be a separate booklet they can use as homework after the first day, or on their own afterwards.

IMPORTANT ATTRIBUTES INCLUDE:

Vision, Values, Multi-Faceted Information Gathering, Inspiration / Motivation, Touchability, Communication, Modeling, Knowledge and Mentorship

BENEFITS:

- Identify core competencies critical for effective leadership
- Obtain research on which values are most important to employees
- Learn how to influence people to follow your lead
- See yourself as others see you
- Identify your strengths and areas of improvement
- Become a more dynamic leaders

PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

ABOUT YOUR COURSE FACILITATOR

Christine Corelli is best known as the author of the best-selling books, *“Wake up and Smell the Competition”* and *“The Art of Influencing Customers to Buy from You”*. For nearly twenty years, her many talents have helped leaders from major corporations build organizations of service oriented people, create unparalleled service excellence, increase their sales, improve their competitive stance, improve management/employee and customer relationships, and establish higher levels of customer loyalty.

As Founder and President of Christine Corelli & Associates, Inc., Christine has appeared as a featured guest on numerous radio and TV interviews, worked as a professional speaker, consultant, and facilitator for companies and associations internationally, and has had over 200 articles published in business journals, magazines, and trade publications worldwide. Many clients across varied industries such as banking, finance and credit, telecommunications, health care, government, insurance, associations, retail, manufacturing, technology, packaging, tourism, hospitality, energy, real estate and many others have benefited from her expertise. Her expertise has also brought her to Asia, where she had conducted a number of programs in countries like Malaysia, Singapore and Hong Kong. With hundreds of presentations to her credit, she is a true veteran of the platform and maintains an active speaking calendar. Her impressive client list includes major organizations in virtually every industry.

(Partial client list)

- **Avaya**
- **Bayer**
- **Caterpillar**
- **DaimlerChrysler**
- **Evergreen International**
- **General Electric**
- **Global Logistics Associates**
- **Harley-Davidson Motor Company**
- **Honda**
- **HSBC**
- **International Customer Service Association**
- **K-Mart**
- **Marriot**
- **Nissan**
- **Panasonic**
- **Reynold’s Aluminium**
- **Sears**
- **Shell**
- **Unilever**
- **US Department of Revenue**
- **Xerox**

Her newest book release, *“Capture Your Competitors’ Customers and Keep Them”* is scheduled for 2008.

Program Schedule

(Day 1 & Day 2)

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends