



Delivering Exceptional Customer Service on the Front Line

Quay Communications Inc

www.quaycom.com

Increase Customer Satisfaction

Build High Performance Teams

Increase Employee Satisfaction

Increase Customer Retention

Front line employees are central to your ability to deliver a sustained positive customer experience.

Ensure your personnel have the tools and the training to improve the customer experience for the customers and for themselves!

Day One - Focus on the Customer

Delivering exceptional customer service begins by learning how to focus on customers in the way that will create the greatest return in customer satisfaction. Starting with their own experiences as customers, participants explore the meaning and sources of a great customer experience.

A 'tour' of the actual Transaction Chain linking customers and companies



provides new clarity on where and how to focus customer service efforts.

Using the new techniques and understanding mastered in the previous sections participants have an opportunity to practice

their new skills in a series of service simulations.

The day closes with an exploration of the powerful tool of Service Recovery—how employees can help make things right even after they have already gone wrong—and turn service failure into service success.

Day Two - Focus on the Employee

There are two sides to every transaction. Day Two course material starts with an overview of the steps employees can take to manage their own reactions and emotions.

The 'Managing Difficult Customers' session sends a strong message to front line employees. For a start ,the material acknowledges that sometimes the customer is not right, and can be difficult to deal with. Next , participants



learn how to use a range of responses and activities in their response to difficult customers.

The role of 'designated diffusers' and the principles of Verbal Judo are covered for situations that have escalated beyond difficult to dangerous.

Sharing successful customer service practices builds team confidence. Peer role models help demonstrate winning behaviour in real situations.

The workshop closes with a focus on the power of Recognition. Participants learn how they can become an integral part of the Recognition Process—and of the systematic reinforcement of exceptional service.

Workshop Agenda

Day One—Focus on The Customer

Introduction & Warm Up Exercise
Personal Definitions of Great Customer Service
Charting the Customer Transaction Chain
Service Simulations
Bouncing Back with Service Recovery

Day Two—Focus on the Employee

Introduction & Warm Up Exercise
True Colours
Dealing with Difficult People
Mentors & Role Models
Recognition for a Job Well Done

Workshop Pricing

2 day session
\$250/participant
Class size 16-20
Minimum 12 participants or \$3000 session fee
Plus meals, room charges, facilitator travel expenses and applicable taxes
Customized training aids available—please request quotation.

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More About Us



Jan Pezaro
President & Creator
The Profitability Play

Jan leads organizations to a customer centric approach by teaching them to capture and share customer knowledge and transform their business processes. Her senior executive experience includes president & CEO West Coast Express, COO Stratford Internet Technologies Vice President Marketing & Customer Services TransLink & executive director marketing & sales Blackcomb Skiing Enterprises

Alessandra is a professional trainer and career coach. She has an impressive record of achievement in corporate and language training and career counselling. Local and overseas experience in the service and training industries allows her to achieve extraordinary results in a variety of environments. Alessandra is a certified True Colours Facilitator and a certified Profitability Play Facilitator.



Alessandra Ringstad
Training Associate

Quay Communications Inc was founded in 1987 by President Jan Pezaro. The company has two major divisions: QuayConsults and QLABs.

QuayConsults is a management consulting practice specializing in strategic planning, marketing and customer relationship development. Quay consultants provide particular expertise to transportation, resort and public sector companies.

QLabs is the research and development arm of the company and specializes in first practices work for clients and the development of proprietary systems and tools for business and mass markets.

Current business offerings for management teams include training workshops, custom planning software and research tools

'The Profitability Play'
'Team Building at Startup or Post Merger'
'Strategic Planning Outside the Box'
'Customer Orientation Index'

The company head office is located in Vancouver BC with offices in Toronto and San Francisco.

