

The Front Line Program

Customer Service Fundamentals



Delivering Exceptional Customer Service on the Front Line

The Value of Customer Service

Understanding what customer service is, why it matters, and how each employee can support it is absolutely crucial to meeting a company's goal of being a great service provider.

Participants gain a clear understanding of the importance of customer service and how they can be effective in the delivery of sustained service excellence. Starting with the understanding that we are all customers, the program encourages participants to connect with the value of customer service from a personal standpoint. Participants learn why customer service matters to them and the company and explore the costs of customer dissatisfaction.

Personal Service Standards

The role of customer satisfaction measurement tools and complaint handling is linked to continuous improvement. Participants learn the importance and mechanisms of Service Recovery and Service Standards and the critical link between Appearance Standards and the company brand. Understanding of personality profiles is linked to each individual's unique ability to deliver customer service and interact successfully with customers and co-workers.

“Be effective in the delivery of sustained service excellence”



Workshop Agenda

One Day Program

Day One

Charting the Customer Transaction Chain

The Value of Customer Satisfaction

Brand Power

Attitude is Priceless

Creating a Positive Service Experience

Appearance Standards

Personality Test

For a complimentary consultation or to schedule Customer Service Training for your team contact us at:

Quay Communications Inc.
1810 Alberni St-Suite 202
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The Front Line Program

Customer Service – A New Perspective



Delivering Exceptional Customer Service on the Front Line

Service Success

Delivering exceptional customer service begins by learning how to focus on customers to maximize 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 new techniques and understanding, 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 turn service failure into service success.

Skills Development and Recognition

Day Two 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. Next, participants learn how to use a range of responses and activities to manage difficult customers. 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.

***“Turn service failure
into service success”***

Workshop Agenda

Two Day Program

Day One

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

Day Two

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



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Customer Service Intensive



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Customer Satisfaction

Participants gain a clear understanding of the importance of customer service and how they can be effective in the delivery of sustained service excellence. Starting with the understanding that we are all customers, the program encourages participants to connect with the value of customer service from a personal standpoint. Participants learn why customer service matters to them and the company, and explore the costs of customer dissatisfaction.

The importance and mechanisms of Service Recovery and Service Standards, and the critical link between Appearance Standards and the company brand are explored. Understanding of personality profiles is linked to each individual's unique ability to deliver customer service and interact successfully with customers and co-workers.

Communication & Understanding

Participants learn to balance their communication style with others to create effective communication. Understanding crowd flow will prepare employees to manage crowds comfortably and competently. Learning to address complaints will improve and solidify the reputation and credibility of your organization.

A diverse workforce creates higher emotional intelligence; being able to understand differing world views increases productivity and understanding. Participants will learn to interact effectively and appropriately with customers who have disabilities through proper etiquette and guidelines.

“Improve and solidify the reputation and credibility of your organization”

Workshop Agenda

Three Day Program

Day One

The Value of Customer Satisfaction

Brand Power

Service Enablers

Creating a Positive Service Experience

Day Two

Effective Communication

Complaints: A Welcome Opportunity

Bouncing Back with Service Recovery

Day Three

Crowd Management

Diversity Awareness

Welcoming the Differently Abled



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Meet the Trainers



Delivering Exceptional Customer Service on the Front Line

Jan Pezarro

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, and Executive Director Marketing & Sales Blackcomb Skiing Enterprises.

Richard Casavant

Richard brings more than 20 years experience in HR consulting and people development, with an emphasis on high performance work teams and service delivery systems. He built GE Aerospace's high-involvement work teams in one of Jack Welch's two manufacturing plants and worked as an adjunct professor at several colleges in the US. Richard brings a dynamic approach to programs through a keen sense of facilitation which has groups achieving breakthrough results.

Alessandra Ringstad

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.

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Quay is a management consulting firm specializing in strategic planning, marketing and corporate development.

With more than 25 years experience in the service industry, Quay has a profound understanding of customers, business principles and organization dynamics. This has led to the development of proprietary systems and tools in support of improved customer relationships and profit building strategies. Quay has successfully delivered customer service training for West Coast Express, BC Ferries, JFK AirTrain, and GO Transit.