

TRAINING



Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results.

Achieving *Stellar Service*[™] Experiences

As organizations worldwide continually adjust and adapt to evolving business conditions, there remains one constant: the undeniable power of stellar service.

You're in fast-forward mode, with no time to look back. You need to achieve business results in a climate that offers little room for experimentation—and less room for error. Where do you begin?

You begin with a foundation of stellar service. The type of service that has stood trial over and again—and consistently proves its evergreen value in creating loyal customers, committed employees, and organizational success.

In a nutshell, stellar service is the one ingredient key to making a real and lasting difference in the way your entire organization works, thinks, and behaves to achieve business results.

That's why you need *Achieving Stellar Service*[™] Experiences, a comprehensive system that reflects the best of everything AchieveGlobal has learned in the past 30 years about the connection between customer satisfaction, employee satisfaction, and organizational profitability.

This new system is both evolutionary to AchieveGlobal's tried-and-true service products and revolutionary in that it blends classic concepts with new research and content. This unique blend instills consistent organization-wide philosophies, beliefs, and behaviors toward providing stellar service.

A three-dimensional view of service

Customers, both internal and external, are more demanding and less loyal than in the past. As a result, the frontline service provider's role is more demanding—and more important—than ever before. Service providers hold the key to delivering the high levels of service required to earn and sustain customer loyalty. And how their leaders model, coach, and reinforce those behaviors turns that key.

The four modular workshops in *Achieving Stellar Service*[™] Experiences provide the skills and knowledge to approach all customer interactions from three critical dimensions:

- The human dimension refers to each customer's unique human, or emotional, needs. It is the way we treat customers during each interaction, whether face-to-face, voice-to-voice, or click-to-click.
- The business dimension refers to the actual need that prompts a customer to seek service, e.g., buying a product, having a product repaired, or asking how to use a product.
- The hidden dimension refers to everything that goes on "behind the scenes" for both the customer and the service provider. The customer comes with a set of values, beliefs, experiences, and expectations that affect behavior, as well as unstated factors that drive business needs. The service provider brings the organization's values, beliefs, experiences, and expectations to the interaction, along with processes, procedures, systems, resources, and internal working relationships.

To provide stellar service, your organization must pay attention to—and balance customer needs on—all three dimensions. Acknowledging and responding appropriately to a customer's human, business, and hidden needs often makes the difference between losing a customer ... and keeping one for a lifetime.

The connection is clear

Achieving Stellar Service™ Experiences—created in partnership with more than 200 leading organizations around the world—provides a range of critical service skills that enables learners to establish an authentic human connection with each customer while balancing organizational goals and needs.

Participants return to their jobs not only committed to helping you achieve business results, but also equipped with the skills, strategies, attitudes, and behaviors necessary to follow through on that commitment. You'll see an immediate, positive, and lasting difference in your efforts to:

- Establish a reliable source of revenue by perpetuating existing customer relationships, reduce transaction time, and increase productivity without tarnishing the quality of the customer interaction.
- Transform first-time purchasers—as well as your regulars—into lifetime advocates.
- Differentiate yourself in a highly competitive market.
- Ensure your employees are champions of your organization.
- Encourage repeat and increased business by promoting an emotional attachment to your brand.
- Go beyond customer satisfaction by managing customer experiences with efficiency and care.

A Systemic Approach

Achieving Stellar Service™ Experiences is a comprehensive training system designed to provide a range of critical service skills vital to customer satisfaction and loyalty, and to organizational success. The system's modular design allows participants to learn a range of skills—foundational, situational, supportive, organizational, and strategic—in the most effective and efficient way possible. The four workshops in the system build on one another to offer training solutions at every level, thus aligning service strategies with service behaviors throughout an organization.

Leading for Stellar Service™ is an organizational program designed for senior managers. It helps them translate the organization's service strategy into actual plans, tools, and standards. It also includes foundational service concepts from a senior manager's perspective.

Audience: Executives and senior managers

Length: 2-day workshop (not available as modules)

Coaching for Stellar Service™ is a supportive program for service coaches. Its reinforcement and coaching skills are based on AchieveGlobal's popular *Achieving Results Through Genuine Leadership™* system and includes overall coaching, feedback, and performance recognition skills training in addition to foundational service concepts from a coach's perspective.

Audience: Service coaches

Length: 2-day workshop or available as four individual (half-day) modules

Creating Stellar Customer Relations™ is a foundational program for frontline service providers. It helps participants not only develop robust interpersonal skills, but also understand the larger organizational need to build a loyal customer base and, specifically, understand the service provider's role in building strong customer relationships.

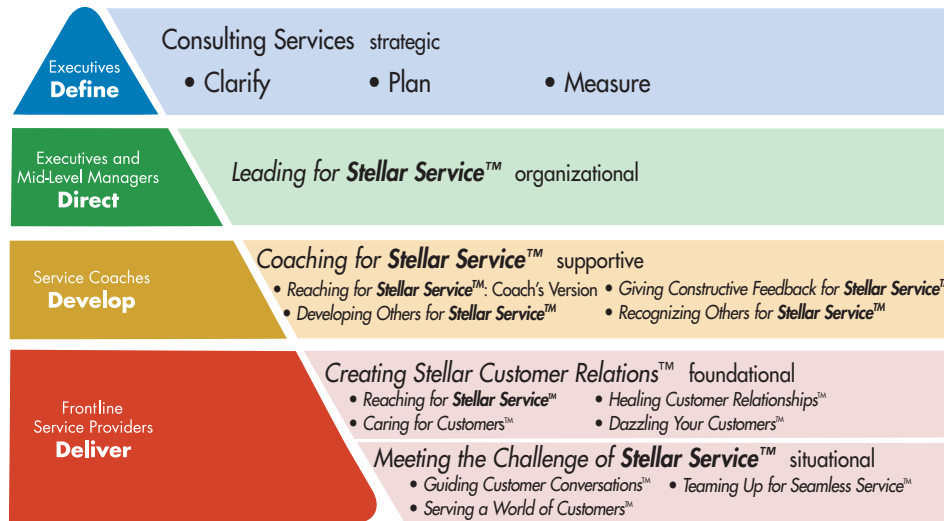
Audience: Frontline service providers

Length: 2-day workshop or available as four individual (half-day) modules

Meeting the Challenge of Stellar Service™ is a situational program for frontline service providers. It provides participants with skills for guiding customer conversations that create consistently positive service interactions and for working with team members to solve service issues. Participants also learn skills for providing attentive and respectful service that is tailored to meet unique needs.

Audience: Frontline service providers

Length: 2-day workshop or available as three individual (one full-day and two half-day) modules.



Consulting Services

Training provides knowledge and skills that are critical to improving customer service and achieving business results. Organization success increases when leaders and employees:

- Know where the organization is going.
- See a compelling reason for change.
- Understand the benefit to themselves and the organization.
- Experience opportunity and support for using skills from training.

AchieveGlobal's consultants work with you to ensure that your service solution effectively achieves lasting results—for your customers and for your organization. We help you:

- Get started by clarifying direction and results.
- Move forward by ensuring that your service processes are designed to create positive defining moments with customers.
- Sustain your momentum through practical coaching and measurement practices.

AchieveGlobal has established a solid reputation for transferring our training technology. The same philosophy underlies our consulting practice. Whether conducting an organization assessment, monitoring a training initiative, or evaluating outcomes, we actively and productively involve our customers. Because your situation is unique, we tailor our approach, leverage your strengths, and address the critical issues.

Implementation Options

The *Achieving Stellar Service*[™] *Experiences* system goes beyond the classroom with an *Ideal Balance*[™] of assessment, knowledge acquisition, skills practice, application, reinforcement, and consulting tools and services. These products are available in a variety of media with flexible implementation options tailored to each audience. The *Ideal Balance*[™] can reduce your total cost of training and ensure the skills are learned, retained, and used to make a significant difference with each customer.

Assessment and Measurement

Purposeful, collaborative, and developmental are adjectives that characterize AchieveGlobal's approach to helping organizations use assessment and measurement to answer both the seemingly simple and the more complex questions leaders face.

Organizational assessment. AchieveGlobal offers a variety of consulting services to analyze and report on service quality and performance gaps. The intent of these activities is to guide an organization to responses—including training, process improvement, and communication—which would best support the organization's service strategy. AchieveGlobal typically gathers data from external sources (directly from customers, indirectly from customer satisfaction studies, etc.) and from individual employees and managers.

Individual competency assessment. Start measurement before training begins with this service designed to identify skill gaps so you can select, sequence, and prioritize the elements—including training, process improvement, and recruiting—of your implementation. AchieveGlobal consultants will help you choose from a variety of individual assessment services customized to meet your organization's specific needs and to align with your service training strategy.

Level 1 and Level 2 measurement tools. Both feedback on the training (Level 1 measurement) and post-training mastery (Level 2 measurement) tools are available in printable format. For most modules an asynchronous Web-based mastery test is also available.

Ultimately, measurement is not about tools, techniques, statistics, or samples. Measurement is about obtaining trustworthy, credible, useful information to help answer questions and improve decisions.

Knowledge Acquisition

The core of *Achieving Stellar Service™ Experiences* is four, two-day workshops designed for groups of 12 to 15 participants at specific levels within the organization. Each workshop is tied together by recurring themes and by materials designed to promote continuity. The two-day event allows participants to build on one another's learning, situations, ideas, and excitement, so acceptance and application is faster.

Most workshops can also be delivered in half-day sessions, in sequence, and spaced out over time, but still with the recurring themes and continuity. With this approach, participants get to take bite-size chunks of the content back to the job. With each success in real life, resistance fades and ownership builds. When participants come back to the next session, they have richer stories to tell, they have more thoughtful questions, and they have successes to share.

As an alternative, the content of most workshops is available in independent, half- and full-day classroom modules. These stand-alone modules have no explicit links to other courseware, so they can be purchased individually and/or easily mixed with other modules in the *Achieving Stellar Service™ Experiences* system or with other AchieveGlobal programs.

If eLearning is a better fit for your learners, the independent modules are available in self-paced, interactive, Web-based format. Technical specifications are posted on www.achieveglobe.com.

This flexibility improves implementation efficiency, can reduce total training costs, and can improve learning by offering participants the type of delivery that best meets their needs.

Skills Practice

Learners who acquire knowledge using eLearning still need the opportunity to develop their skills by practicing in a safe environment where they can get feedback from others before using the new skills on the job.

For each module of *Achieving Stellar Service™ Experiences* there is a Skills Practice Session facilitator guide—a fully scripted lesson plan for a repeatable, classroom-based, one-hour follow-up skills practice session. It serves as a perfect opportunity for learners to review their skills while comparing notes with and learning from each other. The session can be conducted with any number of participants; however, classes that contain multiples of three work most easily. Skills Practice Sessions can be easily delivered by a facilitator, supervisor, or assigned service coach, so no certification is necessary.

The classroom-based workshops or modules of *Achieving Stellar Service™ Experiences* include a variety of skills practice. Even so, many organizations recognize the value of additional practice opportunities after some on-the-job application.

The license for using these tools is included in either the Web-centered path or classroom-centered path participant fee. You can download the materials at www.achieveglobe.com.

Application

To support the transfer of newly acquired knowledge and skills to specific work environments, the *Achieving Stellar Service™ Experiences* system offers Application Kits to support each module. Each *Stellar Service™* Application Kit contains a series of half-hour to one-hour sessions that review key concepts and explore the benefits and challenges of using the skills in specific job situations.

The *Stellar Service™* Application Kit includes basic facilitation tips for the session leader, the session script and a set of reproducible handouts. Because the scripts are simple and complete, the sessions can be easily delivered by a facilitator, supervisor, or assigned service coach, so no certification is necessary.

To increase the frequency and quality of application sessions, we recommend that you distribute a copy to each manager or team. The license for using these tools is included in either the Web-centered path or classroom-centered path participant fee. Materials can be downloaded at www.achieveglobe.com.

Reinforcement

Printed in the facilitator guide for each workshop and module are reinforcement tools such as self-surveys, follow-up messages, and engaging challenges. These tools can be photocopied and distributed to learners after training on a weekly or monthly basis to help keep the concepts and skills fresh in the participants' minds. The tools are also downloadable from www.achieveglobal.com in Adobe Reader PDF format which can be incorporated into e-mails to learners. The license for using these tools is included in either the Web-centered path or classroom-centered path participant fee.

More robust reinforcement is available via self-paced, interactive, Web-based modules of *Achieving Stellar Service™ Experiences* which are perfect for just-in-time reinforcement and reference by learners long after they've completed "training." Technical specifications for these modules are posted on www.achieveglobal.com.

Customization and Tailoring

These workshops and all their components were developed and tested to work in a broad range of industries and contexts. The discovery- and activity-based design ensures the standard activities, exercises, practices, and role plays aren't just customized for your organization, they're customized for each specific learner. Learners choose to work out challenges and situations unique to them, and these "real-life" examples are built in at no additional cost. If you want to formally customize the product to include company-specific role plays, policies, or goals, our Custom Development team has a quick and efficient process to fill your request.

Another value-added feature is the ability to tailor your training curriculum to meet the needs of a certain audience by choosing a unique combination of the modules that make up *Achieving Stellar Service™ Experiences*. This is especially powerful if you have employees who already have some service training but would benefit by filling in some gaps or extending their abilities in a certain direction.

About AchieveGlobal

AchieveGlobal is the world leader in helping organizations translate business strategies into business results by developing the skills and performance of their people. Our learning-based solutions focus on skills training and consulting services in sales performance, customer service, leadership, and teamwork.

With 75 offices in 43 countries – and programs and services in more than 40 languages and dialects – we can work with our customers virtually anywhere in the world.



achieveglobal™

*Strategy to Results
Through People™*

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