Frontline Level Service Improvement Training Agenda

15 min.	Welcome/Opening
	 Service-oriented participation activity.
	 Objectives of the service improvement process.
	 Overview of the service improvement process to date.
	• Significance of the process to the company and employees.
10 min.	Introduction of the Customer Service Model
20 min.	The "Lens of the Customer"
	• Definition of the "lens of the customer."
	• Interactive case study identifying behaviors that demonstrate an understanding of the customer's lens.
	• Service mapping.
20 min.	"Everything Speaks"
	• Definition of "everything speaks."
	• Interactive identification of environmental distracters.
	• The everything speaks checklist.
20 min.	"Creating Service Wows"
	• Service wows in the real world.
	• Interactive identification of behaviors that frustrate customers.
	 Participant discussion of local best practices for exceeding expectations.
20 min.	Introduction of Service Philosophy and Service Standards
	• Quick overview of the Service Philosophy and Service Standards.
	• Interactive exercise applying the standards to specific situations.
	Individual action plans.
	• Personal application of the Service Standards.
15 min.	Interactive Review of Content/Next Steps

2-hrs total