

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