

PREVIEW

Service First Video Library

Sample of Video can be seen at this URL:

<http://store.customer-service.com/index.php/service-first-video-library.html>



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www.customer-service.com

SERVICE FIRST

VIDEOLIBRARY
Facilitator Guide

SERVICE
FIRST

 Service Quality Institute
The Global Leader In Customer Service



PROGRAM DESIGN

The **Service First Video Library** is a video based learning system for use in many businesses. It teaches the skills needed to demonstrate Quality Customer Service at the front-line. *Service First* provides your employees the means to learn the basics of Customer Service:

- Teamwork Development
- Positive Communication
- How to Handle Irate Customers
- Self-Esteem Skills
- Speaking
- Listening
- Keeping Promises
- Performing
- Learning
- Handling Difficult Situations

Service First will help improve morale and interpersonal communications and reduce complaints.

The video series includes 12 videos, 13-18 minutes in length. Sessions can be 15 minutes in length or expanded up to an hour or more by using the discussion guide and PowerPoint presentation which accompanies each video. Videos can be passed from department to department, offering each department manager total flexibility in scheduling their training sessions. The **Service First** series is ideal for training new employees and is also excellent for self-study. It is available in English, Spanish, and Hebrew. Soon it will be available in Portuguese and Korean.

This Video Series is suitable for inexperienced facilitators who have lots of enthusiasm, peer respect, and a belief in superior service. It is recommended that the sessions be facilitated in order to gain maximum learning.

A private Internet address (www.customer-service.com/SFVLRegistration) has been included for your convenience to make additional copies of the discussion guides and answer sheets. If you have not been given the registration address, please write, fax, e-mail, or call Service Quality Institute to get the confidential code, which is only available to clients. The typing was done in Microsoft Word 7. Please ensure that the copies are of good quality. Contact Service Quality Institute if you have any problems loading the software.

Phone (800) 548-0538 or (952) 884-3311.

Use of the Facilitator Guide

This facilitator guide is a complete reference for conducting **Service First**. Ease of implementation is assured through the following format features:

- ❑ Scripting for each session is provided for you and is identified by passages of bold type.
- ❑ Answers, learning points, and directions are enclosed by parentheses and appear directly below the script/text. These examples are provided to lead the participants in the proposed direction only if they cannot generate ideas on their own. The facilitator guide also contains directions for a variety of exercises.
- ❑ Graphic symbols will flag activities. Key symbols will be found in the left-hand margin of the facilitator guide. These can be used as a visual reference. Key symbols are as follows:





The Program Organization/Methods of Implementation

To achieve established goals, **Service First** should be conducted in a systematic organized way. Each video contains a different customer service topic.

Service First was divided into twelve sessions to give you a great deal of flexibility in adapting the program to a variety of scheduling requirements. For example:

1. Present one video each month for 12 months.
2. Present one video every two weeks for 24 weeks.
3. Present one video each week for 12 weeks.
4. Present one video each working day for 12 working days.

You can review in the sequence numbered or choose to cover videos that touch on subjects that urgently need to be covered.

Employees can also take the videos home with their discussion guide to hand in and review the next day. Inspect what you expect.

An employee can also take the video to a conference room by themselves, complete the discussion guide, and then review later that day with you.

Workshops can be 30 to 120 minutes long. It's up to you or your organization to select the amount of time that will be made available. Ideally, we encourage you to spend at least one hour in each workshop.



DISCUSSION GUIDES

1 - Your Key to Customer Satisfaction

DISCUSSION GUIDE

1. What percentage of dissatisfied customers switch to a competitor because of poor service? Check the correct answer.

_____ 20%

_____ 30%

_____ 40%

2. List five benefits to our organization if we can get customers to return more often.

1. _____

2. _____

3. _____

4. _____

5. _____

3. Identify the difference between internal and external customers.

4. Who are the people at work (internal customers) that count on you?



ANSWER SHEETS

1 - Your Key to Customer Satisfaction

ANSWER SHEETS

1. What percentage of dissatisfied customers switch to a competitor because of poor service? Check the correct answer.

The correct answer is 40% of dissatisfied customers switch to competition because of service.

2. List five benefits to our organization if we can get customers to return more often.

Accept all answers. Benefits include:

- **increased sales**
- **higher wages**
- **better benefits**
- **positive working experience**
- **positive word-of-mouth advertising**
- **fewer complaint**

3. Identify the difference between internal and external customers.

External customers buy a product or service. Internal customers are co-workers.

4. Who are the people at work (internal customers) that count on you?

Accept all answers.

5. In order to provide quality service to both internal and external customers, what five principles must we practice every day?

1. **Feel good about yourself**
2. **Practice habits of courtesy**
3. **Use positive communication**
4. **Listen and ask questions**
5. **Perform professionally**

6. Mention 2 or more reasons why you are important to the company?

Accept all answers.



POWERPOINT PRESENTATIONS

VIDEO 1

Your Key to Customer Satisfaction



(Display Visual #1 – **Welcome to Service First – The KEY to Customer Satisfaction.**

You have the option of using overheads or PowerPoint slides. Greet each participant and thank him/her for coming.)

This is a tool that will help all of us learn how to more effectively master superior customer service skills and improve our own performance.



(Display Visual #2 – **Service First Objectives.**)

- *We have several objectives that will be covered today.*
- *Help you to better understand what comprises your BEST;*
- *Learn how to make sure your BEST is clear to others; and*
- *Provide tools to help you reduce stress arising from conflict or negative situations.*



(Display Visual #3 – **Going the DISTANCE.**)

Let's talk about *going the DISTANCE... What kind of commitment does it take?*

(Get feedback from several participants. Call on specific people if nobody volunteers. Wait at least 30 seconds before jumping in if nobody speaks up.)



(Display Visual #4 – **Quality Service.**)

I would like to show the definition of Quality Service that we use in the Service First series.

Quality Service... Is defined as meeting and exceeding the customer's intellectual and emotional needs and expectations; and then adding value.

(Ask the participants for some discussion and feedback on this definition.)

Sample PowerPoint Slides

Welcome to

SERVICE FIRST

The KEY to
Customer Satisfaction

The slide features a dark blue background with a light blue and yellow curved graphic at the bottom. The text is centered and uses a mix of white and yellow colors.

Our Goal...

Is to look at what we're doing now and find better ways to deliver quality service to our customers.

The slide has a light blue background with a dark blue and yellow curved graphic at the top right. The text is in a dark blue font. In the bottom right corner, there is an illustration of a target with three green darts hitting the bullseye. The SERVICE FIRST logo is in the top right corner.

The Video Library is an ideal tool for:

- Training your entire workforce.
- New employee training.
- Small group workshops.
- Self and home study.
- Sales staff meetings.
- Motivational sessions.
- Breakfast meetings.
- Seminars and conventions.
- Reinforcement for previous programs



Your Satisfaction is Guaranteed or Your Money Back

Lifetime Warranty

If one of your DVD's get damaged from any cause or reason, or if it has a defect, at any time we'll send you a new one absolutely free.

