

# Certified Customer Service Seminar

STRATEGY / FEELINGS - (DAY 1)

Monday, May 7, 2018

8:00 am - 8:30 am	Registration and Introductions
8:30 am - 8:40 am	John Tschohl - Welcome to Service Quality Institute and CCST
8:40 am - 10:00 am	John Tschohl - The Service Strategy
10:00 am - 10:30 am	Break
10:30 am - 11:00 am	Patricio Porras - FEELINGS Program <ul style="list-style-type: none"><li>➤ What are FEELINGS? WIIFM's</li><li>➤ What is "Customer Service"</li><li>➤ What is the difference between "Customer Service" and "Quality Service?"</li><li>➤ Response-Able</li><li>➤ Your Attitude and the Difference It Makes</li></ul>
11:00 am - 11:15 am	First Impressions/Rate Your Job Performance <ul style="list-style-type: none"><li>➤ Lack of Caring Communication and Effects</li><li>➤ Gratitude and Appreciation-Caring Comments</li><li>➤ What Constitutes a Caring Comment?</li></ul>
11:15 am - 11:40 am	Uncaring Communication and How to Identify It <ul style="list-style-type: none"><li>➤ Zero/Crooked/Plastic and Hostile Communication</li><li>➤ Rate Your Job Performance</li></ul>
11:40 am - 12:00 pm	Methods of Interaction for Providing Quality Customer Care <ul style="list-style-type: none"><li>➤ Ask/Listen/Respond Model</li><li>➤ Listening Activity</li><li>➤ Telephone Etiquette</li></ul>
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Performance <ul style="list-style-type: none"><li>➤ Types of Promises</li><li>➤ Keeping Promises</li><li>➤ Learning</li></ul>
2:00 pm - 3:00 pm	Handling An Irate Customer <ul style="list-style-type: none"><li>➤ Steps to Diffusing a Difficult Situation</li><li>➤ Service Recovery Techniques</li></ul>
3:00 pm - 3:15 pm	Break
3:15 pm - 4:30 pm	Strategies for Handling An Irate Customer
4:30 pm - 5:00 pm	Feelings Certificate Presentation

## LEADING EMPOWERED TEAMS - (Day 2)

Tuesday, May 8, 2018

8:30 am - 9:30 am	Blinding Flash of the Obvious (BFO's) <ul style="list-style-type: none"><li>➤ Service Leader That You Admire</li></ul>
9:30 am - 10:30 am	Quality Service Defined <ul style="list-style-type: none"><li>➤ Quality Service Standards</li><li>➤ Feedback, Empowerment, Teamwork</li><li>➤ Who Gets to Decide</li></ul>
<b>10:30 am - 10:45 am</b>	<b>Break</b>
10:45 am - 11:30 am	Keys to Quality Service: Footprints <ul style="list-style-type: none"><li>➤ Creating Customer Comfort</li><li>➤ Gap Analysis</li></ul>
11:00 am - 12:00 pm	Service Points and Flash Points <ul style="list-style-type: none"><li>➤ Critical Impressions</li><li>➤ The Changing Environment</li><li>➤ Conscious Competence</li></ul>
<b>12:00 pm - 1:00 pm</b>	<b>Lunch</b>
1:00 pm - 2:00 pm	Leadership Introduction <ul style="list-style-type: none"><li>➤ Best Leader</li><li>➤ Service Quality Leadership</li></ul>
2:00 pm - 3:00 pm	Quality Service Standards <ul style="list-style-type: none"><li>➤ Communicating quality service standards</li><li>➤ Communication Exercise</li><li>➤ Steps to Effective Communication-MBA</li></ul>
3:00 - 3:30 pm	Why Do We Need Feedback
<b>3:30 pm - 3:45 pm</b>	<b>Break</b>
3:45 pm - 5:00 pm	Feedback <ul style="list-style-type: none"><li>➤ Feedback Defined</li><li>➤ “Catching Somebody Doing Something Right” Technique</li><li>➤ Confronting Non-Performance</li></ul>

**CERTIFIED CUSTOMER SERVICE LEADER - (Day 3)**  
**Wednesday, May 9, 2018**

8:30 am - 9:30 am	Empowerment <ul style="list-style-type: none"><li>➤ What is Empowerment</li><li>➤ Implementing Empowerment</li></ul>
9:30 am - 10:30 am	The Key to Empowerment <ul style="list-style-type: none"><li>➤ “Stuck in the Middle With You Game”</li><li>➤ Encouraging Empowerment- Group Activity 1.1</li><li>➤ Flash Points/Service Recovery Techniques</li></ul>
<b>10:30 am - 10:45 am</b>	<b>Break</b>
10:45 am - 11:30 am	Four Problems of Empowerment <ul style="list-style-type: none"><li>➤ Empowerment Strategies- Chapters 6-8 Review</li><li>➤ Steps to Publicly Reinforce and Celebrate Empowerment</li></ul>
11:30 am - 12:00 pm	Brainteasers Game <ul style="list-style-type: none"><li>➤ Values Outline and Hand Out for Empowerment</li></ul>
<b>12:00 pm - 1:00 pm</b>	<b>Lunch</b>
1:00 pm - 2:00 pm	Time Management <ul style="list-style-type: none"><li>➤ Managing our time</li><li>➤ The Time management Grid</li><li>➤ Time Management Tips</li></ul>
2:00 pm - 3:30 pm	Teamwork <ul style="list-style-type: none"><li>➤ Tower Building Exercise</li><li>➤ What did we learn?</li></ul>
<b>3:30 pm - 3:45 pm</b>	<b>Break</b>
3:45 pm - 4:30 pm	Action Planning Agenda <ul style="list-style-type: none"><li>➤ Quality Service Standards</li><li>➤ Service Quality Leadership</li><li>➤ Gap Analysis</li></ul>
4:30 pm - 5:00 pm	Leading Empowered Teams Review and Certified Customer Service Leader Certificate Presentation

**CERTIFIED CUSTOMER SERVICE TRAINER - (Day 4)**  
**Thursday, May 10, 2018**

8:30 am - 9:30 am	Leader Guide for FEELINGS overview <ul style="list-style-type: none"><li>➤ How to use the Leader Guide</li><li>➤ Preparing for the Workshop</li><li>➤ Effective Questioning and Listening Techniques</li><li>➤ Rules for Role-Play &amp; Invitation Letter</li><li>➤ Recommended Implementation</li><li>➤ The Art of Good Leadership</li><li>➤ Facilitation Tips and Best Practices</li></ul>
9:30 am - 10:15 am	Participant Presentation
<b>10:15 am - 10:30</b>	<b>Break</b>
10:30 am - 12:00 am	Participant Presentations
<b>12:00 pm - 1:00 pm</b>	<b>Lunch</b>
1:00 pm - 2:00 pm	L. E. T. Train-the-Trainer
2:00 pm - 2:45 pm	Participant Presentation
<b>2:45 pm - 3:00 pm</b>	<b>Break</b>
3:00 pm - 4:30 pm	Participation Presentation
4:30 pm - 4:45 pm	CCST Certificate Presentation