

CREATING A SERVICE CULTURE: THE SERVICE LEADER'S ROLE

COURSE DETAILS:

- **Learning Format:** Classroom
- **Target audience:** Service Leaders
- **Course length:** 4 hours, or 2 hours Fast Track
- **Facilitator Certification:** DDI certified facilitator required.
- **Prerequisites:** None.
- **Series:** Suitable for all environments.
- **Group size:** 9-15 people.
- **Pre-work:** None.
- **Credit:** 3:75 CEUs toward HRCIsm, SPHRsm, PHRsm, and GPHRsm certifications.

PERFORMANCE OBJECTIVES:

- Choose opportunities to use authority and influence to improve customer service.
- Focus their efforts and those of the service providers to achieve the results most important to customers.
- Inspire service providers to take actions that create customer loyalty.

PRIMARY COMPETENCIES DEVELOPED:

- Customer Focus
- Building a Successful Team
- Building Partnerships
- Gaining Commitment
- Initiating Action

ADDRESSES THESE ISSUES:

- Do you know what obstacles prevent a higher level of customer service?
- Do leaders know what they must do to ensure service excellence and increase customer loyalty?

COURSE SUMMARY: Many service initiatives are built upon "a fix" --a three-month or one-year initiative to make the organization customer-service focused. But creating a service is not a one-time, skills-training event. It's an ongoing organizational commitment driven by effective service leaders. Once the strategic focus is defined, service leaders need to know exactly how to make the service vision a reality. This course helps leaders identify barriers to service excellence and provides them with five leader practice to create a service culture.

COURSE OVERVIEW:

Importance of the Service Leader: Leaders begin watching a video about "The Road" to a service culture (shown throughout). They visualize obstacles that exist and discuss impacts on customers, service providers, and the organization. A Service Culture Analysis Worksheet and the Service Success Loop are reviewed, and five leader practices are introduced.

Creating an Operational Service Vision: Leaders list common customer expectations and choose an important one that has the greatest chance for improvement. They write a service objective that will meet or exceed this expectation and develop a tracking strategy for it.

Customer-Centric Work Processes: Leaders discuss what makes a work process customer focused. They brainstorm what customers say when a process isn't customer focused and review traits of processes not focused on customers.

Partnerships: Leaders simulate actions of work areas that do not meet customer expectations due to ineffective partnerships. They identify a partnership and factors that make it ineffective.

Knowledge and Skills: Leaders identify the skills and knowledge service providers will need to meet customer expectations.

Giving Authority: Leaders review tactics to increase authority and brainstorm ways to maximize the benefits but minimize the risks of increased authority.

Action Plan: Leaders review the obstacles identified and finalize an action plan. They watch the conclusion of the video.

Video Segment Summaries: A six-part video follows "The Road" to establishing a service culture and highlights challenges encountered by leader and her team.

RELATED COURSES:

- Influential Leadership
- Senior Management Session for Service Plus
- Service Plus Health Care: Building Patient Loyalty