

Reaching for Stellar Service™ Coach's Version



Purpose

The purpose of this module is to explore the value of stellar service and the service coach's role in helping service providers achieve it.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- What stellar service means
- Benefits of customer loyalty
- Defining moments
- Three dimensions of service
- The STAR qualities
- How to communicate their stellar service message
- Action planning

Payoff

At the end of the module, participants will be able to:

- Describe what stellar service is and the challenges of delivering it.
- Discuss the benefits of customer loyalty to the service coach, the organization, and customers.
- Explain the importance of the service provider's role in building customer loyalty.
- Find and take advantage of key defining moments in customer interactions.
- Identify and discuss the three dimensions of service.
- Describe the four key qualities that customers expect from stellar service.
- Use the four key qualities to evaluate and improve the service that is delivered.
- Communicate and reinforce expectations for stellar service with others.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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