

Total Quality Service (TQS): Customer Care

Overview: To employees it's a workplace. To patrons, guests, visitors, and diners, it's everything from a place to rest their heads while making a long trip to a temporary home during a much longed for vacation. While serving the public can be difficult, doing so in the hospitality industry carries its own set of challenges. This course is designed specifically for those who work in hotels, motels, resorts, clubs, bars, and restaurants. Besides learning how to deliver exceptional customer service, participants will also gain valuable skills for reducing stress while they deal with even the most demanding customers. Stress free, happy customer care employees, lead to happy customers.

Description: Customer Care training provides the customer contact level service provider with a foundation for understanding the customer experience and expectations. In this series, participants learn what "quality service" is, and how to define it. They learn how to design and deliver superior customer service. Participants will learn from best practices and immediately apply these tools and methods in their work site. Participants will discover the "voice of the customer", learn to recognize when things are going wrong, and learn the art of relationship management, and problem prevention. Participants will learn how to use standard practices and simple yet effective problem resolution, and prevention action planning.

Participants will learn why performance measurement and analysis is critical for continuous improvement in service organizations.

Outcomes: After attending this workshop, participants will be able to,

1. Define and understand the importance of Total Quality Service.
2. Describe and perform exceptional customer service.
3. Understand different customer behavior styles and know how to adjust to each.
4. Define and use the continuous improvement process for service organizations.
5. Define new practices to improve their work-site.
6. Plan and complete a current & future state service gap analysis.
7. Develop, track, and implement a customer service improvement plan. Demonstrate how to measure customer satisfaction levels and take corrective action if needed.
8. Recognize barriers to exceptional customer service, and develop counter measures.
9. Use and explain techniques for dealing with angry, upset, or disappointed customers.
10. Practice stress-reduction tactics for their own well being and motivation.
11. Develop a personal action plan to improve their customer service skills.

Duration & Participants: Four x full-day sessions. Total training hours =32 hours.
Class size = 20-40 participants

Outline: Customer Care

Session 1: Understanding customer experience and designing services that deliver.

1. Welcome & Interactive Introductions
2. What quality customer service is and what can you do about it?
3. A customer service perspective within a hospitality organization
4. Customer Expectations: The procedural vs. the personal side
5. The path to quality customer Service
6. Interpreting the customer service perspective
7. Application Interaction Exercise
 - a. The four customer service arenas
 - b. Who are your customers?
 - c. Interpreting the customer service perspective
 - d. Timeliness
 - e. Managing an incremental flow of service
8. Adjourn

Session 2: Total Customer Service: Tools and Best Practices

1. Doing It right the first time
2. Doing it right the second time --- Recovery
3. Service mapping
4. Benchmarking and other hands-on practical tools
5. Application Interaction Exercise
 - a. Doing it right
 - b. Service mapping of a critical process
 - c. Service audit for a full-service dining room
 - d. Service audit for a hotel front desk
6. Adjourn

Session 3: Tuning to the Voice of your Customer: The Art of Customer Relationship Management

1. What customer-centric really means?
2. Designing winning customer strategies
3. Communication and customer feedback
4. How to handle mistrustful, angry, concerned, or demanding customers
5. Talking to a customer: Keys to a great interaction
6. Effective customer feedback system
7. Application Interaction Exercises
 - a. Communication
 - b. Customer feedback: responding to customer complaints or problems
 - c. Dealing with different types of customers
 - d. How accommodating is your hospitality operations?
 - e. Choosing tactful words
 - f. “Wowing” the guest
8. Adjourn

Session 4: Taking Advantage of Downturn and Seasonality: What Should Management and Employees Do?

1. New ways to create value with customers
2. Service innovation
3. Creating and sustaining a winning culture
4. Continuous Quality improvement
5. Application Interaction Exercises
 - a. Service providers self assessment scale
 - b. Developing measures and standards
 - c. Problem solving and continuous improvement tools and exercises
 - d. Developing a CI plan: procedural and personal
6. Adjourn

Training Tool Kit & Materials:

1. Slide Handouts – by JBF: A-TEC
2. Current videos
3. Case studies and best practices

Note: The above outline highlights some of the course’s key learning points. As part of your training program, we can modify content as needed to meet your business objectives. Upon request, we will provide you with a copy of the participant materials prior to the session(s).

Total Quality Service (TQS): SuperManager™

Overview: To employees it's a workplace. To patrons, guests, visitors, and diners, it's everything from a place to rest their heads while making a long trip to a temporary home during a much longed for vacation. While serving the public can be difficult, doing so in the hospitality industry carries its own set of challenges. This course is designed specifically for those who supervise, manage, or lead workers in hotels, motels, resorts, clubs, bars, and restaurants. Besides learning how to deliver exceptional customer service, participants will also learn how to gain support and enthusiasm from the The Art of Delivering World Class Customer Service workforce. And let's face it, happy employees, make happy customers!

Description: SuperManager™ training provides the supervisor, manager, or team leader level person with a foundation for understanding the customer experience and expectations, as well as leadership principles and practices. In this series, participants learn what "quality service" is, and how to define and manage it for others. They learn how to design, deliver, and lead teams to superior customer service. Participants will learn from best practices and immediately apply these tools and methods for their work teams. Participants will discover the "voice of the customer", learn to recognize when things are going wrong, and learn the art of relationship and performance management, and problem prevention. Participants will learn how to use standard performance management and leadership practices to bring about superior performance at their work site

Participants will learn and develop performance measurement and analysis tools to bring about continuous improvement in service organizations.

Outcomes: After attending this workshop, participants will be able to,

1. Define and understand the importance of Total Quality Service.
2. Describe and perform exceptional customer service.
3. Understand different customer and employee behavior styles and know how to adjust to each.
4. Define and use the continuous improvement process for leading service organizations workers.
5. Define and employ new practices to improve their work-site.
6. Plan and complete a current & future state service gap analysis.
7. Develop, track, and implement a customer service and employee improvement plans. Demonstrate how to measure customer satisfaction levels and take corrective action as needed.
8. Recognize barriers to exceptional customer service, and employee performance.
9. Use and explain techniques for dealing with angry, upset, or disappointed customers, and employees.
10. Practice and help others practice stress-reduction tactics for their own well being and motivation.
11. Develop a personal action plan to improve their leadership skills.

Duration & Participants: Four x full-day sessions. Total training hours =32 hours.
Class size = 20-40 participants

Outline: SuperManager™

Session 1: Total Quality Service: Doing It Right the First Time

1. Welcome and interactive introductions
2. What is customer service anyway?
3. What customer-centric means?
4. Keys and insights to becoming “centric”
5. Top 10 reasons you don’t understand your customer
6. Getting inside the lives of your customer
7. Defining what quality service is for you
8. Designing your total quality service plan
9. Application Interaction Exercise
 - a. Who are your customers?
 - b. Interpreting the customer service perspective
 - c. The customer service environment
 - d. Generating indicators of quality service
 - e. Components of the TQS plan
10. Adjourn

Session 2 : The Art of Delivering World Class Customer Service

1. Development of a detailed Total Quality Service/Total Customer Service plan?
2. Customer Relationship Management: Basics, metrics, and pitfalls
3. Principles for building an effective customer feedback system
4. Application Interaction Exercise
 - a. Creating your TQS organization
 - b. CRM metrics
 - c. How accommodating is your hospitality operations?
 - d. Writing quality service standard statements
5. Adjourn

Session 3: Striking the Right Balance between Service Efficiency and Satisfaction

1. Service efficiency and customer satisfaction” Are they incompatible
2. Do you collect the right information to serve your customers and the bottom line?
3. Assessing progress and rewarding success
4. Practices that strike an optimal balance
5. Customer service tools and best practices
6. Application Interaction Exercise
 - a. Creating customer feedback programs
 - b. Developing a customer service audit form
 - c. Creating charts and graphs
 - d. Generating a recognition and rewards program
 - e. Developing a service management assessment scale
 - f. Managing an incremental flow of service
6. Adjourn

Session 4: A Key Ingredient to Achieving World Class Service: Motivating Employees to Go Above and Beyond

1. Creating a quality service culture and supportive climate
2. Maintaining the dignity of the service work
3. Defining quality service jobs
4. Hiring quality service people
5. Training for quality service
6. Application Interaction Exercise
 - a. Norms questionnaire
 - b. Organizational values questionnaire
 - c. Quality service climate assessment scale
 - d. Measuring the level of workforce dignity in your organization
 - e. Developing proficiency levels for service jobs
 - f. Developing a job training program
7. Adjourn

Training Tool Kit & Materials:

1. Slide Handouts – by JBF: A-TEC

Note: The above outline highlights some of the course’s key learning points. As part of your training program, we can modify content as needed to meet your business objectives. Upon request, we will provide you with a copy of the participant materials prior to the session(s).

Total Quality Service (TQS): Executive Leadership

Overview: To employees it's a workplace. To patrons, guests, visitors, and diners, it's everything from a place to rest their heads while making a long trip to a temporary home during a much longed for vacation. While serving the public can be difficult, doing so in the hospitality industry carries its own set of challenges. This course is designed specifically for those who provide strategic direction and inspiration to those that work in hotels, motels, resorts, clubs, bars, and restaurants. Besides learning how to define and lead exceptional customer service, participants will also learn how to develop strategic advantage, and sustainable profitable growth, through principled leadership best practices.

Description: Executive Leadership training provides the executive leader with a foundation for understanding the customer experience and expectations, as well as executive leadership principles and practices. In this series, participants define "quality service", and develop a plan for improvement at their organization. This is an action or implementation based program. Participants learn and use methods and tools of Total Quality Management to develop a Total Quality Service based organization. Participants will learn how to incorporate the "voice of the customer", how to empower their workforce, and how to implement a continuous improvement program. Participants will learn from best practices and immediately apply these tools and methods for their work teams. Participants will learn how to use standard performance management and leadership practices to bring about superior performance for their organization.

Participants will learn and develop strategy, organizational performance measurement and analysis tools to bring about continuous improvement in their organization.

Outcomes: After attending this workshop, participants will be able to,

1. Define and understand the importance of Total Quality Service and Total Quality Management.
2. Describe and document organizational strategy for Total Quality Service.
3. Define and use the continuous improvement process for leading service organizations workers.
4. Define and employ new practices to improve their work-site.
5. Plan and complete a current & future state service gap analysis.
6. Develop, track, and implement a customer service and employee improvement plans. Demonstrate how to measure customer satisfaction levels and take corrective action as needed.
7. Recognize barriers to its exceptional customer service, and employee performance.
8. Develop a personal action plan to improve their leadership skills.

Duration & Participants: Four x 8 hour sessions. Total training hours =32 hours.
Class size = 15-20 participants

Outline: Executive Leadership

Session 1: Understanding the Impact of Total Quality Management and Total Quality Service

1. Welcome & Interactive Introductions
2. Understanding TQM and TQS
3. How to create a supportive quality culture and leadership climate?
4. How to maintain continuous quality improvement throughout your organization?
5. Application Interaction Exercise
 - a. Norms and organizational values
 - b. The four customer service arenas
 - c. Internal vs. external customers
 - d. Quality service climate assessment
 - e. Four rights approach
 - f. Traditional vs. customer service perspective and the role of executives
6. Adjourn

Session 2: Adding Strategic Value

1. Strategic Service Vision: Market segmentation, targeting and positioning, branding, operations strategy, and service delivery
2. Implementing TQM and TQS -- Adding Strategic Value
3. Application Interaction Exercise
 - a. Developing a Strategic service vision for your organization
 - b. Developing a TQS action plan for your organization
 - c. Developing appropriate measures
 - d. Developing CRM indicators
 - e. Conducting a service audit
4. Adjourn

Session 3: Branding and Customization to Increase Customer Loyalty, Profitability, and Lifetime Value

1. Customization to Increase Customer Loyalty, Profitability and Lifetime Value: Designing winning customer strategies
2. Customer Satisfaction, Customer Loyalty, and Customer Delight
3. How to innovate customers not products
4. Brand Differentiation through CRM
5. Avoid the Pitfalls of CRM
6. CRM done right
7. Application Interaction Exercise
 - a. Generating Indicators for CRM
 - b. Delighting your customers
 - c. Service logic innovation in practice
8. Adjourn

Session 4: Leading and Sustaining Continuous Improvement in Organizations

1. Leading and sustaining profitable growth
2. Creating and sustaining a winning culture
3. Viewing your organization from the Triple Bottom Line (TBL)
4. Service blueprinting and continuous innovation
5. Application Interaction Exercise
 - a. Stakeholder analysis
 - b. Quality Service Climate Assessment Scale Revisited
 - c. Developing the TBL indicators
6. Adjourn

Training Tool Kit & Materials:

1. Slide Handouts – by JBF: A-TEC
2. Best Practices: Examples and exercises
3. Current Videos

Note: The above outline highlights some of the course's key learning points. As part of your training program, we can modify content as needed to meet your business objectives. Upon request, we will provide you with a copy of the participant materials prior to the session(s).