



# Empowerment

A WAY OF LIFE

EMPOWERED EMPLOYEES WILL GIVE EXCELLENT CUSTOMER SERVICE-GENERATING POSITIVE WORD OF MOUTH WHILE MAKING UNHAPPY CUSTOMERS INTO HAPPY, REPEAT CUSTOMERS WHO ARE LOYAL FOR LIFE.

**STATEMENT:**

Quickly solving a customer's problem benefits everyone-making empowerment a guaranteed investment.

*Empowerment is NOT about breaking the rules, but bending them to keep the customer happy.*

**EMPOWERMENT TRAINING WILL HELP TO:**

**MASTERING EMPOWERMENT WILL:**

- *Keep customers coming back again and again*
  - *Create a more positive environment for customers and employees*
  - *Make the employee's job easier and more satisfying*

DEFINE THE DIFFERENT WAYS THAT EMPOWERMENT CAN BENEFIT THE CUSTOMER, ORGANIZATION, AND EMPLOYEES

IDENTIFY HOW TO CREATE A CULTURE OF EMPOWERMENT

EXPLAIN WHY EMPOWERMENT HAS BEEN SO DIFFICULT TO ACHIEVE

DESCRIBE THE BENEFITS OF EMPOWERING EMPLOYEES

DEMONSTRATE WHAT EMPOWERMENT SHOULD LOOK LIKE

## *Empowerment is the ultimate in customer service!*

Giving employees the authority to make fast, on-the-spot decisions leads to elated customers.

You are in the business of customer service, and that is what empowerment is all about.

When you can solve a customer's problem quickly and efficiently, he feels more valued.

The ability to make customers happy improves your job performance and makes you an asset to your organization.

It's a win/win for customers and the organization.

*"Empowerment is a game-changing practice that cannot hurt—rather it will help your organization."*

## **The Empowerment: A Way of Life program is not just a list of rules—it's a way of life that you will enjoy!**

Managers, employees and the organization will benefit in so many ways when empowerment is part of your business culture.

Empowerment improves an employee's job performance and makes you an asset to your organization.

Forces managers to notice the employee's excellent service, advancing your career with raises and promotions.

Makes the employee feel important and valued—and an integral part of the company's success.

## **I've Got the POWER!**

Be the front-line person who is empowered to make quick decisions that will take care of a customer's problem.

**Never settle for customers that are just happy—you want over-happy customers.**

Make customers sing the praises of their experience with you and your organization, sending out positive word-of-mouth news.

**Having the authority to make decisions affirms an employee's value.**

Knowing as much as possible about the organization makes empowerment more effective—and the employees feel like an integral and important member of the team.

**Creates an environment where employers and employees trust one another.**

**If Empowerment is So Great... Why Isn't Everyone Doing It?**

## **Fears: The No. 1 Barrier to Empowerment can be met head on and easily overcome.**

### **1) When employees are fearful, it holds them back.**

- Including, fear of doing something wrong, of being reprimanded—or even losing their job.

### **2) Fear that customers and employees will abuse and misuse the policy—and get or give something for free.**

- If 3% abuse a policy, 97% DO NOT.
- Most customers just want their problem fixed!
- Benefits outweigh any abuse any day and every way.

### **3) Fear causes negative situations for everyone, especially when employees fear that the company will not back up their decision.**

- Mistakes happen, but don't let them make you afraid to use empowerment at the very next opportunity.

## Elated customers are the lifeblood of any business!

Customers return again and again because of the perception that your company gives great customer service—and perception can quickly turn into reality.

Minimal cost to retain customers; getting new ones has a much bigger price tag.

Empowerment marketing is low cost with a high success rate—reaching 100% of your potential market.

On-the-spot problem solving means the customer is happy and out the door quicker.

A small “fix” can keep a good customer from taking his business elsewhere.

Problems are not solved when strict rules are followed.

## 7 Facts Important to Your Customers

(READ ONLY IF YOU WANT TO KEEP YOUR CUSTOMERS)

- Quick and easy-to-implement decisions should be made at the first contact.
- Problems are solved without roadblocks and without the decision being passed from person to person.
- Positive actions will make customer feel important and respected.
- The right words can appease your customer. The wrong ones might make them tell everyone about their negative experience.
- Happy people tell everyone about their experience.
- Customers feel they received value in return for expressing their problem.
- Possibility to turn lose/lose situation into one that is win/win for everyone.

## If you are going to empower me—then empower me!

Empowerment is all about employees taking control. You make the decision, and are not second-guessed or questioned on every decision and action.

Micromanagers can quickly ruin any empowerment attitude if they behave that way.

You become your organization’s super weapon, on the front line reacting quickly and decisively toward solving any problem that comes to your attention.

Everyone likes it when people say good things about them—and this is no different.

Empowerment, as a way of treating people, reaches out to everyone in the organization and to customers and vendors. And here, bending the rules can feel really, really good.

## In Empowerment: A Way of Life training, you will learn how to use empowerment to:

- Realize the benefits it brings to everyone.
- Provide excellent customer service.
- Turn unhappy customers into elated customers.
- Make your job easier.
- Become invaluable making the organization more profitable.
- Create an environment where barriers can easily be overcome.
- Evaluate how you interact with irate customers.
- Be proactive and take initiative.
- Understand the importance of analyzing yourself, your actions and job performance.

*After 39 years of experience, Service Quality Institute is the global leader in helping organizations create a service culture built around empowering employees to raise the bar on providing customer service. Solving customer problems quickly and decisively is the highest level of delivering exceptional customer service.*



**JOHN TSCHOHL**  
President

IN SERVICE QUALITY INSTITUTE'S 39 YEARS OF TRAINING AND CUSTOMER SERVICE, THEY HAVE CREATED OVER 30 OFF-THE-SHELF PROGRAMS—AND HAVE CUSTOMIZED PROGRAMS FOR FEDERAL EXPRESS; SKYE BANK IN NIGERIA; UNICOMER IN EL SALVADOR; BANCO; G&T CONTINENTAL OF GUATEMALA; K-VA-T FOOD STORES, BANK OF COMMUNICATION IN CHINA; U.S. ARMED FORCES (TO NAME A FEW), AND OTHER FIRMS ACROSS THE WORLD.

Put yourself in your customer's place and ask...

**DO YOU LIKE TO FEEL VALUED, LISTENED TO AND HAVE YOUR REQUESTS RESPECTED?**

**HOW DO YOU FEEL WHEN AN ORGANIZATION SOLVES YOUR PROBLEM WITHOUT ANY HASSLE?**

**HOW DO YOU FEEL WHEN THEY CANNOT—OR WILL NOT—FIX YOUR PROBLEM AT ALL?**

Employee empowerment must be the priority every time a customer has an issue with a product, service or policy.

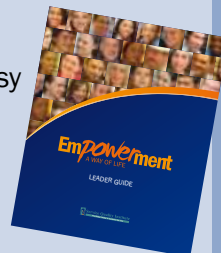
**Empowerment: A Way of Life** is a program that is easy to implement and benefits everyone. The tips and techniques can be used every day, at work, at home, and in the community. Everyone—new and experienced personnel—should participate in order to explore in constructive group discussion how each person can use empowerment to the company's long-term advantage.

## Facilitator package includes:

### Leader's Guide:

The Guide contains everything needed to plan, organize, and teach. Easy-to-follow scripted workshops, preparation checklists, room layout ideas, all assignments, exercises and in-class activities, sample or likely responses to questions and activities and implementation suggestions, training tips, and video scripts are available for facilitators in each location. Leader Guide includes participant manual text so the facilitator doesn't have to jump between Facilitator's Guide and Participant's Manual.

**Empowerment: A Way of Life** is a program that is easy to implement and fosters successful customer interaction.



### Video:

Every location receives two DVD's (approximately 45 minutes for entire program), each containing a series of skits that demonstrate the principles of **Empowerment: A Way of Life** and general group discussions and experiential learning.



### Participant Materials:

Each team member receives an Empowerment Participant Package:

- **105-page Participant Book**
- **Technique Card**
- **Certificate of Completion**
- **Performance Standard**

