



Service Quality Institute

The Global Leader in Customer Service

Leading Empowered Teams for Service Quality

A manager's guide to exceptional service
Discover the key in this all-new two-day learning system

Customer service management - Why good isn't good enough

What your organization stands to gain:

- Clear standard for quality and customer service.
- Strong commitment to meeting customer needs.
- Increased teamwork and collaboration toward shared service goals.
- Proven skills to problem solve and timely action on customer service issues.
- Techniques for continuous quality improvement in service delivery and teamwork.

Exceptional Service Through Exceptional Management

You and your team members are ideally working together toward a common goal: to provide exceptional service for your customers.

If something is getting in the way of exceptional service:

- Your team members will get frustrated
- Your team will fall short of its goals
- Your customers will become increasingly dissatisfied

Fortunately, team leaders now have a tool to focus and energize their teams. The Leading Empowered Teams for Service Quality seminar teaches leaders how to work with their teams to keep their customers happy and coming back. Leading Empowered Teams equips team leaders with the skills needed to:

1. Establish Team Purpose and Direction
2. Coach Team Members to Improve Performance
3. Empower Team Members to Realize Team and Individual Potential
4. Build Teamwork to Pool Resources and Synergize

Establish Team Purpose and Direction

The Leading Empowered Teams seminar first creates participant awareness of the customer/employee "service and flash points". Participants learn to recognize areas that create gaps between what they provide and what the customer expects. In a series of exercises, participants learn the pathways of becoming more responsive and customer oriented. Every new idea generated through this analysis is reinforced back on the job, monitored and fed back to the team.

Coach Team Members to Improve Performance

Leading Empowered Teams teaches participants how to observe critical service behavior. Participants identify indicators that can improve their team's level of service and create a consciously competent workplace. As a team leader, he or she learns how to play the role of coach while maintaining a valuable contribution to the team. Participants are encouraged to catch somebody doing something right and use this positive feedback to motivate employees to provide even better quality service.

Empower Team Members to Realize Team and Individual Potential

Leading Empowered Teams stresses building trust and empowering team members to anticipate and take action to solve customer problems. Participants learn how to provide support for team members who choose to be empowered and acquire strategies for overcoming obstacles to empowerment. Participants realize better results in the workplace as those obstacles are dealt with effectively.

Participants learn to create pockets of service excellence within their own control, and how they can take action to get better business results.

Build Teamwork to Pool Resources and Synergize

Implementing effective teamwork in the workplace is the ultimate result of Leading Empowered Teams for Service Quality. The seminar teaches how to positively deal with the barriers restricting teamwork. The exercises define team goals, roles, standards, and emphasize the importance of feedback in continuously improving team performance. The participants are given the tools and techniques to enable self-managing teams on their own worksites.



Why This System is So Effective

Leading Empowered Teams for Service Quality teaches skills through interactive modules emphasizing hands on experience.

The results are memorable episodes applied to produce positive changes in the behavior of the participant's quality service team. Quick results are achieved through the application plans and on-the-job reference manual required for team leaders.

Developed By Professionals Who Know the Challenges of Customer Service

Leading Empowered Teams for Service Quality was created by Service Quality Institute, the global leader in customer service dedicated to quality service training and research. Over the last three decades, Service Quality Institute has developed a wide range of learning systems, helping thousands of organizations enhance their level of quality customer service.

Course includes this valuable resource

As the founder of Service Quality Institute, John Tschohl has been heralded in Time magazine as one of the country's leading customer service gurus. He has written the best selling book on customer service: "Achieving Excellence Through Customer Service." All Participants of Leading Empowered Teams for Service Quality receive a copy of Tschohl's groundbreaking volume.

Taking the Next Step Toward Quality Service

The job of quality service is the responsibility of every manager, supervisor and employee. Now is the time to empower your team toward that goal. This workshop can be the first step. In addition to professional trainers, your involvement in the seminar includes these comprehensive materials:

- Participant Package includes resource book, seminar materials, experiential exercises and "Achieving Excellence Through Customer Service."
- Leader Package includes guide book, facilitator's information and detailed explanation of all class exercises.

How to Get Started

Leading Empowered Teams for Service Quality is available through a number of enrollment options. Best results will be obtained if the workshop is delivered in two concurrent day sessions. If necessary, the system can be facilitated in two separate day sessions or divided by modules to suit your training needs. Service Quality Institute also has certified customer service certification seminars where you and your staff can attend certification for Certified Customer Service Leader (CCSL) or Certified Customer Service Trainer (CCST) seminars at Service Quality Institute.

Call your Service Quality Institute representative for more information today.

Clients who have empowered their teams for service quality:

- U.S. Army, Air Force, and Navy – Morale, Welfare & Recreation
- Kane Magnetics International
- Barrett Moving & Storage (United Van Lines)
- Nedcor Bank (South Africa)
- Prado (El Salvador)
- Porta (Ecuador)
- El Pollo Pepe (Mexico)
- King Kullen
- Banco G & T Continental (Guatemala)
- Cerveceria Centroamericana (Guatemala)
- Banorte (Mexico)
- Banco Promerica (El Salvador)
- Pinturas Condor (Ecuador)
- Euro Bank
- Guardian General Insurance Limited (Trinidad and Tobago)
- First Bank (Nigeria)



Customer Service Certification Training Workshops

Who Should Attend Our Workshops and Certification Programs?

Executives, managers, leaders, supervisors and trainers that want to develop and enhance their service skills and attitudes.

Certified Customer Service Leader, CCSL (3 days)

For leaders who want to drive and nurture a service culture built around empowerment and teamwork. Learn how to improve your coaching and reinforcement skills.

Leading Empowered Teams
FEELINGS

Certified Customer Service Trainer, CCST (4 days)

Trains you how to skillfully teach these two flagship programs and licenses you to be able to teach and purchase participant materials. Facilitator's material is provided.

Leading Empowered Teams
FEELINGS
Train-the-Trainer