



LOYAL FOR LIFE

Service Recovery Training Program

How to take Unhappy Customers from Hell to Heaven-in 60 Seconds or Less

Empowering employees to do what is necessary to save customers and keep them loyal for life.

A Common-Sense Training Program that puts **SERVICE RECOVERY** and Empowerment first, and will:

- Help you develop world-class service
- Define service recovery
- Master empowerment
- Identify service recovery procedures
- Save time and money by avoiding the runaround
- Describe the skills and techniques that will help your employees transform a dissatisfied customer into one who is overly happy—and loyal for life

Creating Loyal Customers For Life ...
Service Recovery involves more than just saying,
“I’m Sorry!”

When mistakes are made, your employee and your customer are thrust into a stressful situation, one that could easily spin out of control. Mistakes occur, things go wrong, and tempers flair. Are your employees prepared for service recovery?

Effective service recovery is based on leading-edge customer service skills

As far as customers are concerned, your employees are the face of your company. Ask yourself:

- How quickly do your employees respond and resolve mistakes and problems caused when your organization blows it and misses the mark and how effective are they at saving the customer?
- Are your employees comfortable handling a customer situation that escalates or is heated from the beginning?
- Why are customers more likely to be loyal to a company after a problem is resolved quickly and to the customer's satisfaction?

To have exceptional customer service, employees must embrace service recovery as an important aspect of overall customer service.

Loyal for Life is what service recovery strives to create: an overly happy customer who will remain loyal to your organization throughout their entire life and will create positive word-of-mouth advertising.

Loyal for Life skills will help your employees develop the right attitude as well as understand and implement the techniques that are essential to service recovery. These practical tips will provide the tools employees need to make quick decisions to solve the problems all in 60 seconds or less that your organization created or was perceived to have created.



How does your organization or employees handle mistakes? Can they take an unhappy customer from hell to heaven-in 60 seconds or less?

Consistent customer service is critical to the success of any organization, but be realistic—anyone can screw up or make an error and regardless of how good you are, things will go wrong.

When a customer problem occurs, it's how you respond, or “recover,” that salvages a bad experience. And that's what the concept of service recovery is all about.

Many executives and managers have problems communicating effective service recovery and empowerment, and cannot explain it clearly to their employees. Employees don't understand how and why they are supposed to respond to customer problems—how to practice service recovery and how to use empowerment.

Loyal for Life thinking will help your employees:

- Skillfully handle upset and angry customers.
- Master service recovery
- Improve their customer service skills.
- Learn how to use empowerment.
- Know how to keep customers loyal for life.
- Identify problems and solve them quickly with compensation.
- Improves morale and attitudes.
- Prevent customers from defecting.
- Strengthen your brand.

Customers don't necessarily want to fight, but their emotions may cause them to get angry, or insult your employee at the point of contact. This is where service recovery comes into play—and your employee can create a loyal-for-life customer.

Each employee should understand what service recovery is, and then, they should be empowered to implement it.

What are expected results with Service Recovery?

The result is simple: a loyal customer.

How does this happen? Each employee who works with customers needs to make fast, empowered decisions that will result in satisfied and loyal customers.

The 4-Steps to Loyal for Life are:

1. Act quickly,
2. Take responsibility,
3. Be empowered,
4. Compensate the customer.

The Do's and Don'ts of Loyal for Life

Do

- Take responsibility.
- Sincerely apologize.
- Place no blame.
- Thank the customer for pointing out the problem.

Don'ts

- Make excuses or lie to cover up a mistake.
- Point out a customer's misunderstanding.
- Pass the blame off or speak disparagingly about another employee or the organization.

The closer to the front line service recovery is used, the more effective it is. The empowerment and compensation must occur within company guidelines. Every organization has products or services that have value that don't cost a lot.

If your company lacks formal procedures, the employee will never feel comfortable, safe or empowered to make a decision about how to compensate the customer so you have an overly happy customer. Service leaders know they are in the business of delivering superior service. Master the advanced skills taught in Loyal for Life.

Empowered employees trained in service recovery create an upbeat and positive work environment. It also:

- Reduces the number of customer complaints.
- Stimulates positive word-of-mouth advertising.
- Develops a world-class customer service image.
- Prevents customer defections.
- Helps decrease employee turnover.

Employees forced into a showdown with a raging customer face the most stressful and frustrating moments of their day. Wouldn't your employees be happier in a job with less stress and happier customers?

How does an organization create the right attitude for Service Recovery?

But when mistakes are made, the bond between the customer and your organization starts to break down.

This is where Loyal for Life's service recovery provides your employee an opportunity to overcome a stressful situation. Here the employee can instantly convert a complaining and condescending customer into one who thinks you walk on water and will help your customers believe that they have just done business with the greatest organization on earth.



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After 41 years of experience, Service Quality Institute is the global leader in helping organizations keep customers, build market share and improve the performance of the entire work force so they develop a culture of delivering superior customer service.

Empowerment means giving those employees who work with customers the:

- Authority to do whatever is needed to take care of a customer to the customer's satisfaction.
- The ability to keep customers loyal for life.
- The authority to bend and break rules to take unhappy customers from hell to heaven in 60 seconds or less.

However, when employees do not feel empowered to act on behalf of their customers because they are constrained by policy, service recovery does not happen.

Facilitator Package Elements

Everything needed to plan, organize and teach. Easy-to-follow scripted seminar; preparation checklist, room layout ideas, discussion questions and answers, training tips, and video scripts.

Leader Guides include participant manual text so the facilitator doesn't have to jump between two books.

- Leader guide has 134 pages.
- 31 minute DVD.

Empowerment:

- Is the backbone of Loyal for Life.
- Works best when it happens on the front line.
- Creates an environment of service that permeates the entire organization, reinforcing employee confidence, and building trust with the customer.

Participant Materials:

- Participant Manual, 96 pages, soft cover.
- Certificate of Accomplishment.
- Service Recovery Technique Card.

Loyal for Life is offered exclusively by independent Service Quality Institute consultants. Service Quality Institute is internationally recognized for its customer service research, publications, and training resources. Its training systems have helped over a million people in successful organizations worldwide achieve superior customer service.



John Tschohl is the founder and president of Service Quality Institute, as well as an author, service strategist and *Time* and *Entrepreneur* magazines' customer service guru.

