



Situational Service®

Beyond Basic Training

Overview

The primary challenge for service providers today is to meet a customer's needs, while at the same time taking care of the company. Effectively managing this balancing act can make all the difference between average service performance and outstanding service results.

Situational Service® is grounded in common sense approaches to meet and exceed service standards. By extending the application of the powerful "Situational" influence model, participants of *Situational Service®* will learn valuable techniques for making those moment-to-moment decisions that result in truly outstanding service. There are a variety of service styles to select from, the key is understanding which style to adapt according to the demands of each situation encountered.

Situational Service® is an interactive, video-based workshop appropriate to all personnel that manage the one-on-one customer interface. This program outlines a customer-driven process appropriate to beginner representatives, as well as veteran service professionals.

Strategic Outcomes

- Practice with real work issues
- Moving the needle on frontline goals and objectives
- A powerful common model to organize what your people already know about their customers and their jobs
- New, relevant insights about your service providers and the impact they have with customers

"The single competitive advantage any organization defines for itself is... Service."

Family of Situational Influence Models

Leadership • Sales • Service • Parenting • Teams



Program Description

Situational Service® is designed for modular delivery. This program can be facilitated in one session, or broken up into smaller, concentrated modules.

Customer Loyalty

Fierce competition, increased consumer awareness and other factors make satisfying customers the most crucial ingredient for future success – it's not just our jobs, it means our jobs!

Are you Ready?

The activities in this module center around defining and categorizing the different levels of customer readiness. Participants learn to identify the behavioral cues associated with each level.

What's My Style?

Participants take an inward look at the behaviors they use when interacting with their customers. A self-assessment exercise allows for personal insight around their comfort zones and the impact of their behavioral tendencies on customer satisfaction and loyalty.

Applications and Feedback

The job of service provider is one of the toughest in the world, in that the service provider owns the responsibility of informing and satisfying customers. Often there is very little time or information on which to make a decision. This module demonstrates the relationship between service style and customer readiness, which results in informed, satisfied customers that keep coming back.

Extended Outcomes

- Personal insight around the impact of behavioral tendencies on customer satisfaction and loyalty
- Developing or increasing customers' readiness to interact
- Stopping and reversing slippage in customer readiness
- Isolating service strengths and areas for improvement
- Creating informed, satisfied customers that keep coming back

Program Specifications

Audience

- CSR's
- Call Center Reps
- All Frontline Personnel
- Internal Service Providers

Prerequisites

- This is a foundational course – there are no prerequisites.

Delivery Options

- License and in-house delivery
- CLS Trainers facilitate at clients' sites
- CLS Public Workshops
- Tailored or customized

Length/Timing

- Six to eight hour delivery window
- Easily enriched with content and application extensions

Other Situational Programs

- Situational Leadership®
- Situational Selling®
- Situational Parenting®

For more information contact:

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