

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



CREATING SERVICE MAGIC® in the Air – Branding Service Excellence® Developing Service Strategy and Building a Successful Service Culture

Introduction

“It’s not the magic that makes it work; it’s the way we work that makes it magic!”

Walt Disney

Business has dramatically shifted its vision to a service-oriented perspective, which is the most sustainable source of differentiation and advantage.

It is not enough to simply promise customer satisfaction. To succeed in today’s fiercely competitive, consumer-driven economy, every organization must actively embrace and profitably act to provide a concrete game plan for delivering optimal value to our customers – through our approach, service, and communication with them.

The secret of true Service Magic is that you must shift the focus away from the service solution and back to the customer. Rather than asking, “How are we doing?” an organization must ask, “How is the customer doing?” To achieve this shift in focus, companies must begin to think very different about how customers define value based on the needs they are trying to satisfy.

Service Magic must begin with the recognition that **services are solutions to customer needs**. They are a means to an end, not an end in themselves. As long as service improvements fixated on particular services, service magic will be constrained because the focus will be on the means instead of the end.

What is the point of improving a current service when you are still not sure what customers are trying to achieve? How likely are you to come up with entirely new service offerings when the anchor point is a current service?

Branding Service Excellence – Creating Service Magic® is designed to improve the quality service delivered to our customers with a holistic approach, mapping each and every touch-points, and differentiating our service standards from the core standards. This workshop will provide methods on how we can improve our overall customer experience, sustain passion in our service personnel, show how we can improve our service attitude and frame of mind; open lines of communications; and encourage us to provide exceptional service first time, every time.

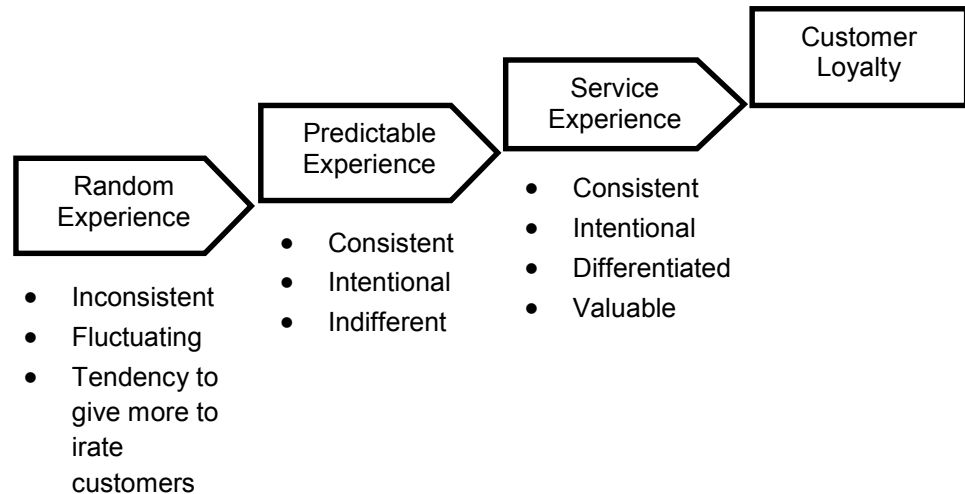
PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



Highlights of Service Magic® in Implementations

Branded Service Experience drives customer loyalty and profits:



The Service Magic Excellence Framework – SUCCESS®

The Service Magic Excellence Framework – SUCCESS® strategizes and identifies ways to improve the delivery of services:

- Service Directions – establishing service values
- Understanding Service Strategy – eliminate obstructing policies and procedures
- Courage to Serve – formulating service enablement
- Coaching for Service Success – delivering more than expected in exceptional situations
- Esteem: Service Attitude – developing the passion for service and in service
- Serve Up with Positive Communication – the power of positive communications
- Service Reinforcement – anchoring a strong service culture

The key to Service Excellence is not only focusing on what services we provide, **but how we deliver them.**

“No one ever attains very eminent success by simply doing what is required; it is the amount and excellence of what is over-and-above the required that determines the greatness of ultimate distinction. Excellence therefore is not a destination but a habit.”

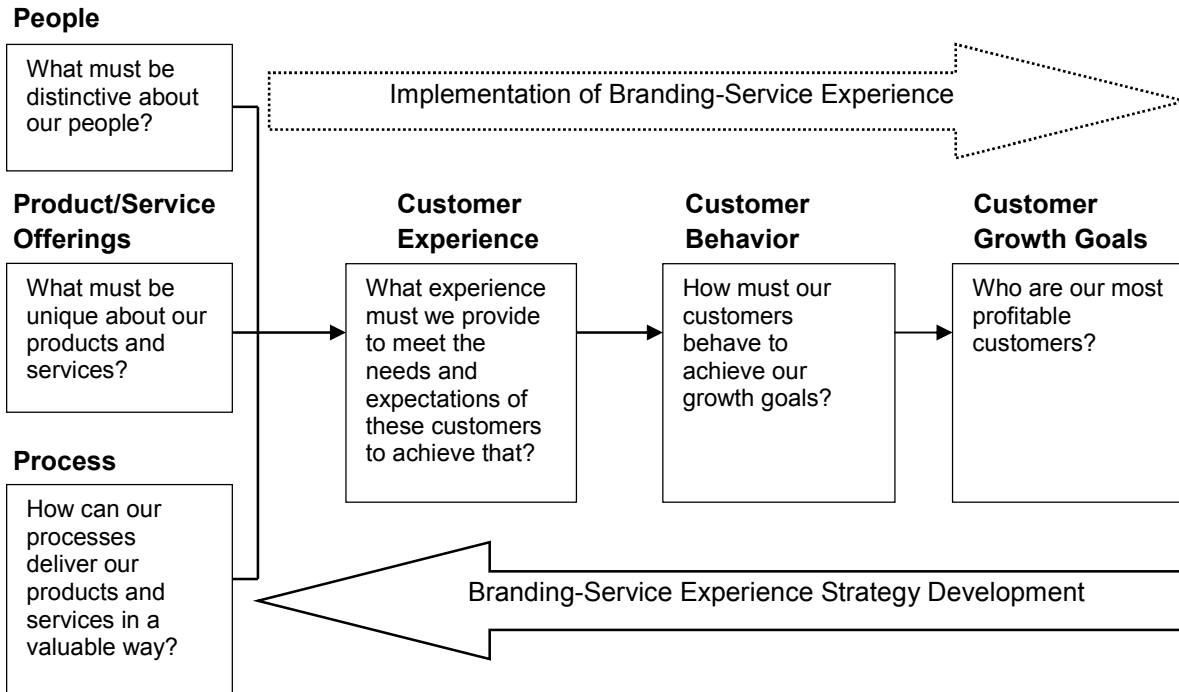
Peter Ng

PETER NG TRAINING CONSULTANCY

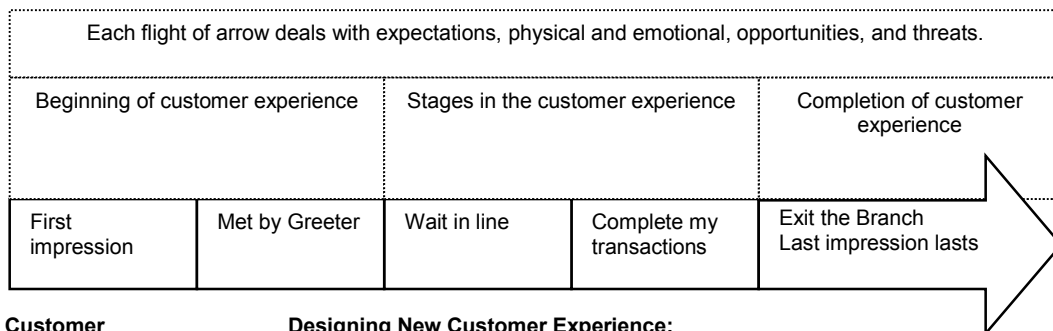
Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



Branding-Service Experience Service Model



Touch-point Service Mapping



Customer Expectations:

- Clear signage
- Clean surroundings
- Available staff
- Comfortable seating area

Designing New Customer Experience:

Core Standards

- Branch is clean, bright, safe, welcoming

Differentiations

- Bank has comfortable coffee bar available

Enablers

- New standards for housekeeping crews
- Partnering with coffee providers

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



Program Outline:

Creating Service Magic® – Branding Service Experience®

- The Secrets of Service Magic
- Initiate or Redefine the Service Culture
- The Service Magic Excellence Framework - SUCCESS

SUCCESS® Service Framework – Service Directions

- Clarifying Service Values
- Affirm Shared Service Values
- Defining Customer Values and Service Experience
- Branding-Service Experience Service Model

SUCCESS® Service Framework – Understanding Service Strategy

- Customer Segmentation
- Identifying Customer Turnoffs
- Qualifying a Detailed Level of Excellence

SUCCESS® Service Framework – Courage to Serve

- Putting Creative Initiative in Service
- Challenge the Process
- Encourage External and Internal Communication
- Service Enablement for Customer Delight

SUCCESS® Service Framework – Coaching for Service Success

- Inspire a Shared Vision
- A Cause for Commitment
- Service Connections

SUCCESS® Service Framework – Esteem: Service Attitude

- Taking Pride in Service
- Encourage the Heart
- Recognition – the Real Motivator
- Feedback and Goals Keep People Engaged

SUCCESS® Service Framework – Serve Up with Positive Communications

- Adding Emotional Value Requires Internal Motivators
- Law of Service Attractions
- You Need the Energy to Satisfy the Four Basic Needs of Your Customers
- Personal Technique for Maximum Emotional Connectivity

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



Program Outline – continue

SUCCESS® Service Framework – Service Reinforcement

- Set the Example – Modeling the Right Behavior
- Model the Values
- Put Service Testimonials on Your Meeting Agendas

Program Objectives

- ⇒ Promotes Service Excellence through Integrated Service Theme and Values
- ⇒ Understand the Principles and Concepts of Service Magic
- ⇒ Understand the importance of the working environment and culture in the promotion of Service Excellence
- ⇒ Applying Emotional Connections for Greater Value Service
- ⇒ Implementing Service Strategies in every aspects of the Business

Training Methodology

This 2-day service inspirational workshop uses the combination of story-telling methodology, light interactive activities, group exercises and discussions to relate the whole learning concepts and experience.

This program is designed for every employees to be involved and engaged in establishing and to initiate service strategy and to provide the directions for developing the service culture, thus, creating the service magic that makes a difference.

Creating Service Magic® – Branding Service Experience©

Copyright © 2010 by Peter Ng

Creating Service Magic® trademark – November 2003

Branding Service Experience copyright – July 2010

Peter Ng Training Consultancy

www.peter.com.sg

Creating Service Magic copyright – July 2010

First Publication – March 2007

First Revision – April 2008

Second Revision – December 2009

Third Revision – June 2011