

**CREATING SERVICE MAGIC® IN ME – PRIDE® In Service**

A 2-Day Service Enrichment Program to Inspire Your Employees to Want to Deliver Superior Customer Service with Positive Behavior Methodology

Introduction

“When a man has put a limit on what he will do; he has put a limit on what he can do!”

Anonymous

Many employees have been trained in customer service skills and yet, our service levels are not meeting expectations and the attitude of employees toward service simply ‘either showing no interest or no effort’, displaying no concern over the customer and the business. Why? Two of the major issues are they cannot act upon something they do not believe; and the over-emphasis of the fear of customer.

PRIDE® in Service is a 2-day service inspirational program focus on improving the service attitude and sharpening the customer service skills of your employees to create the service difference in a competitive and yet, demanding service economy, with positive behavioral science methodology.

Taking pride in what we do is the spark that ignites the ‘can-do’ attitude instead of a ‘can’t-do’ reaction. When we put the middle letter of the word ‘PRIDE’ into effect that “I can do a difference” and “I can make things possible”, we are now raising our service standards to a greater height. When our people are injected with pride in service, there is a power that causes one to become able, capable, and competent for any task.

PRIDE® in Service is designed to improve the service quality delivered to our customers by the strength of our employees. This system will provide positive behavioral methods on how we can satisfy the needs of the demanding customers; the techniques on how we can relate better with customers; how we can take pride in our service; improving service attitude and frame of mind; and encourage us to provide exceptional service every day, every time.

Objectives: 5-Point Plan to Benefit Your Employee & Your Organization

- ⇒ Awareness that True Service is a Heart-Attitude
- ⇒ The Power of Self-Esteem in Service
- ⇒ Understand the real meaning of ‘value-added service’
- ⇒ Raise level of performance and commitment
- ⇒ Recognize what you can control and what you can influence
- ⇒ Understanding the dynamics of relationship-building
- ⇒ Learn the 5-Principles of Creating Service Magic® in Me
- ⇒ Importance of Employee-Quality Team Performance and Service-Support System
- ⇒ Commit to Service Excellence with continuous improvements

“It is when we forget ourselves that we do things which will be remembered.”

Rebecca Kaufman



Program Outline

Service with PRIDE – The Concept

- Service is a Heart-Attitude
- Definition of Customer in a Service Economy
- Changing Service Concept for Today's Customer

Service with (P) – Passion & Commitment

- Passion plus Pride equals Performance
- Understanding Service Attitude
- Self-Image Determines Service Attitude
- Focus on What You Can Control
- The Power of Self-Esteem in Service
- Responding with Your Abilities

Service with (R) – Relationships: The Key to Service

- Understanding the 20-70-10 Customer Structure
- Customer Worthiness – 3S of Heartfelt Service
- Connect with Empathy

Service with (I) – Integrity & Respect

- Trust: The Essence of Relationship
- 5 Principles of Creating Service Magic in Me
- Get to the Heart of the Matter
- Be Proactive: Offer Options and Solutions
- Adding Value as a Service Strategy
- Becoming the 'Subject-Matter Expert'
- Respect Boundaries

Service with (D) – Dedicated to Teamwork

- Pixie Dust – The Magic of Service
- Establishing Mutual Motivation in our Working Environment
- Service Support System

Service with (E) – Excel in Service

- The Seven Customer Complaint Improvement Questions
- 'Do It Afraid' Concept – Turning Mistakes into Learning Experience
- Applying Learn-abilities to Practical-abilities

Who Will Benefit Most From This Program?

This program is highly recommended for every employee enabling them to take pride in service and develop a passionate service attitude, to create the service difference in a competitive and yet, demanding service economy, with positive behavioral science methodology.

"Life isn't about finding yourself. Life is about creating yourself."

George Bernard Shaw