

PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



DO-IT-RIGHT® Service Attitude

A 2-Day Service Enrichment Program to Inspire Your Employees to Want to Put Their Personal Signature on the Job

Introduction

“Everyone can make a difference and create meaningful memories for your customers that will motivate them to come back – by put your personal signature on the job.”

Barbara Glanz

Many employees have been trained in customer service skills and yet, service levels may not be meeting our customer’s emotional expectations; and the attitude of employees toward service may simply be ‘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 own and believe; and the over-emphasis of the fear of customer.

DO-IT-RIGHT® Service Attitude is a service inspirational program focus on developing and improving good service habits and sharpening the customer service skills of your employees to create the positive service difference in a competitive and yet, demanding service economy, with positive behavioral action, simply by doing what they can within their area of work with their very own personal soft-touches that truly makes the big difference. Thus, developing and delivering good service habits every day.

“It is the service we are not obliged to give that people value most.” James C. Penney

Though the organization play a major role in what it can deliver to its customers, but true service experience is the personal touches that make the big things possible – making our customers feel truly important to our business.

History of the Program

‘Do-It-Right’ was developed by myself back in year 2001, basically for Raffles International group of hotels. The objectives was simple, Ms Jeannie Chua, then CEO of Raffles International, wanted a program that can put her people into direct action and have a direct impact with the guests without much of other hassles or complex implementations. Thus, I borrowed a concept which I have learnt at Walt Disney’s University called ‘Service Deliverers Structure’, which emphasizes on what can I do with my space and within my job, and what are the soft touches that I can made a difference to my guests – from opening doors to providing a tissue – some personal touches which are not complex but yet impactful to guests’ services – no rocket science involved.

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Program Objectives:

- ⇒ Define Moments of Truth
- ⇒ Identify Key Interaction Stages
- ⇒ Explore Key Interaction Stages for Consistent Action
- ⇒ Identify Value-Added Action for an Impactful Customer Experience
- ⇒ Increased in Work Morale; Job Satisfaction; and Service Standards

Program Outline

DO-IT-RIGHT FRAMEWORK – MICE Positive Service Experience

- Defining Moments of Truth
- Understand the Power of Personal Service Touch
- Power of Services not within the Job Scope

My Space; My Responsibility

- Pride of Ownership
- What can I do within my space
- My Personal Service Theme
- Dare to be Difference

Identifying Moments of Truth Action

- What's My Moments of Truth
- Personal Touch for Positive Experience

Consistent Service Actions

- Developing Your Personal Signature
- My 3 Consistent Service Action
- My 3 Consistent Profession-Service Standard

Esteem: My Profession; My Pride

- Taking pride in your job beyond the job description
- Becoming aware that you are the difference
- Discipline of Celebration

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Methodology

The structure which has been developed is an interactive and participative; and it is simple, fun and easy-to-understand for any employee to develop their own personal service deliverers as well as a 'profession-service consistent standard'.

Doing things right is not a mechanical exercise. It is about the mission to serve customers well through the way we do our work, focusing on what can be done at the point of contact or within our work space with good service habits.

Do-It-Right is not an ad hoc chore, but a concerted effort by one and all to enhance consistent service standards!

“Successful service culture has been the result of creating momentum before asking people to change their behavior.” Peter Ng