



## **BUILDING A WINNING QUALITY SERVICE STRATEGY™**

### A Top Down Approach to Customer Service

In this global era of business, quality service is a critical concern for corporate giants and small businesses alike. In light of this many organizations have embarked on large-scale cultural change programs around the issues of quality and service. While many have been successful, there is still a struggle to integrate the theory of quality service with the everyday way the organization functions. Likewise there is a delicate balance that needs to be struck between a focus on the process side of quality and that of bringing forth quality relationships with customers and staff alike.

'Building A Winning Quality Service Strategy' is designed to facilitate senior executives and key managers in deepening their understanding of what it means to be a customer focused organization, assess how customer focused they are currently and discover some key action steps they can implement to become more customer focused. Through lecture, group discussion and exercises, topics critical to quality service will be explored.

#### PROGRAM DETAILS

##### Module 1: The Essence of the Customer Focused Organization

Most executives, when asked what their job is, will describe the things they do during the day: attend meetings; handle problems, coach staff, etc. These items that they believe to be their job are, in fact, the functions of their job. The essence of their job is communicating with others and establishing relationships. This distinction forms the basis for two different types of department cultures; in-focused and customer-focused. Module one is designed to have executives distinguish between the attitude and actions of these two types of organizations. Topics include:

- The service attitude and corporate culture
- Defining the customer focused and the in focused organization
- The three parts of total quality service
- Costs and benefits of a customer focused organization

##### Module 2: The Quality Service Audit

Module two provides the participants with the opportunity to evaluate their own organization or department. Using research data collected over the past 25 years, the audit contains 38 specific criteria that act as leading indicators of a company's overall

customer focus. As participants evaluate each criterion, they discover areas that need improvement as well as action items for bringing about the desired changes. Lastly, the participants score their audits and explore the different stages that a company goes through on the continuum of becoming customer-focused.

- Exercise: How service focused is your organization? A written assessment tool.
- Determining your service score and highlighting areas for improvement.

### Module 3: Simulation Exercise: A Four-Phase Process

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Research and experience has shown that a deeper more permanent understanding takes place when participants learn through experience rather than concept and lecture alone. By using a simulation exercise the managers will learn a four-phase process for becoming customer-focused. Each phase will focus on the implementation of three key action items that are indispensable to accomplishing service excellence within any company and or department.

- The 'Mystery To Mastery' group simulation exercise
- Real world application of the 'Mystery To Mastery' simulation to the quality service improvement process

### Module 4: Action Planning For Service Improvement

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After the workshop it is important that the executives have a systematic approach to follow in order to implement the principles and best practices they have learned. During this final module the participants will develop an action plan aimed at resolving the specific issues they have identified within the company as a whole, or their own work units. Key action items from within each specific aspect of the service improvement process are discussed. Topics include:

- Top Down Commitment
- Measurement And Feedback
- Education And Training
- Customer Friendly processes and procedures
- Service standards
- Rewards And Recognition

This program can be delivered in the following formats:

**One-day, half-day, keynote speech, or Webinar.**

### Methods

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- The methods used during this course include:
- Facilitation style imparting of information
- Individual and group role-playing exercises
- Written exercises
- Course workbook for on-the-job practice

## Biographies

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Karen Leland and Keith Bailey are the founders of Sterling Consulting Group, Inc. and the bestselling authors of six books that have sold over 300,000 copies worldwide. Their most recent book is *Time Management In An Instant: 60 Ways to Make the Most of Your Day*.

Over the past twenty-five years they have worked throughout the United States, Europe, Asia and South America with a diverse list of Fortune 500 companies in such industries as Banking, Transportation, Retail and Telecommunications. Among others their clients include: *Arco, Bank of America, Avis Rental Car, Johnson & Johnson, Oracle, Microsoft, Apple, Sprint and Xerox*.

They are sought after speakers who provide both motivation and practical hands on information in their presentations. They have spoken for such groups as *Young Presidents Organization, The Society of Association Executives, The Society of Consumer Affairs and the Direct Marketing Association* among others.

Because of their extensive experience and expertise they have been featured in dozens of magazines and newspapers including: *The New York Times, Newsweek and Time*. They also have extensive on-air experience and have been interviewed by *The Today Show, CNN, Good Morning America, Fox News and The Oprah Winfrey Show*.

Kaylyn Lehmann is a senior associate with Sterling Consulting Group and has consulted with companies on a wide variety of topics including: Managing Change, Conflict Resolution, Sales, and Train the Trainer.

After attending the University of North Texas and majoring in Applied Arts & Sciences, her career began at Outback Steakhouse as a training coordinator. Over the next eight years, she oversaw the opening of 29 restaurants and the training of over 5,000 employees.

Kaylyn specializes in employee retention and customer loyalty. She held the title of Vice-President of Guests for Not Your Average Joe's, a Boston based Restaurant Company, when they won the prestigious "Hot Concept" award from the National Restaurant Association.

As a consultant and trainer, she has worked with executives, managers, and front-line staff from AT&T, United Airlines, IBM, Johnson & Johnson's OrthoBiotech, Dupont and the Federal Aviation Administration among others.

For more information on the *Time Literacy In A Wired World* workshop, keynote or tele-class, please contact Karen Leland or Keith Bailey at Sterling Consulting Group (415-331-5200), [info@scgtraining.com](mailto:info@scgtraining.com) or [www.scgtraining.com](http://www.scgtraining.com)

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