



# Managing First Class Service

## What is Managing First Class Service?

In a time when most products are becoming commodities, “Best-in-Class” services is the way to distinguish yourself from your competition. This does not happen by chance. The best companies have a very systematic approach to achieving *First Class Service*. Does yours?

**Managing First Class Service** - is a complete evidence-based management approach to develop and maintain the service skills of the most important customer link in organizations: the front-line customer contact personnel. *Managing First Class Service* is a complete system that goes far beyond training by including service measurement, reinforcement, and organizational support components.

**Persona** provides a total approach to managing service quality through the design and development of systematic, evidence-based strategies that will measurably differentiate our clients in the marketplace. Going

far beyond training, we achieve this through the provision of research, organization change strategies, training and development, and on-going evaluation. In particular, we provide:

- Internal and external research
- Service strategy formulation
- Service management workshops
- Installation of *Service Performance Management*
- Supervisory and front-line customer service training
- Train-The-Trainer for certification
- Implementation consulting
- Customer feedback programs

### PROVEN APPROACHES & MEASURABLE RESULTS

#### Service Excellence

##### The Competitive Advantage

Quality service is not a passing fad. More and more, companies are recognizing that the key to building and maintaining business is through customer service. For many businesses, service excellence is the only way to distinguish themselves from their competition.

##### The Evidence and Facts:

- It costs five times as much to get a new customer as it does to retain an existing one.
- Companies with long-time customers can often charge more for their products or services.
- 96% of dissatisfied customers won't complain, but will tell 20 others about their negative experience with a company.
- Sooner or later, new technology is available to everyone, but service excellence often becomes less available. Achieving First Class Service takes more than pep talks and slogans.
- Achieving First Class Service requires a commitment to excellence at every level of your organization. This can only be achieved through the effective management of the service process.

## Who Should Attend

Managers and supervisors who want to learn how they can use evidence-based techniques manage the service performance of their subordinates.

### Benefits of Evidence-Based Service Management:

Managing First Class Service has produced measurable results in service industries that include banking/financial, hotel, retail, restaurants, telemarketing, and wholesale distribution

#### Some Measurable Results-

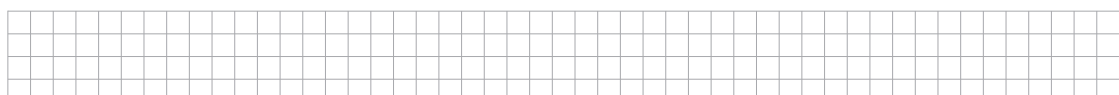
- 45% increase in courtesy measures
- Complaints dropped to zero
- Hotel room cleanliness improved 41%
- Bank deposits hit record levels

#### What this means for your organization-

- Immediate cost-effective improvement in service related productivity
- Long term results and returns on investment
- Improved internal and external customer relationships
- Improved customer retention and development
- Improved customer satisfaction
- Improved morale
- Increased sales and profits

#### Learn how to:

- Develop comprehensive service performance standards.
- Design and implement measurement and feedback systems.
- Develop skills in setting service performance goals.
- Use positive motivation and reinforcement.
- Analyze performance deficiencies.
- Coach employees in service performance.



*"Our customer service level not only increased measurably, our customer complaints dropped to zero and our profits hit record levels."*

*"The real proof of any good program is results. Not only are our front-line employees more confident and courteous, customer reaction has been spectacular. Managing First Class Performance is as good as it gets."*

**"Vice President - Multi State Financial Institution**

## Assumptions Underlying Managing First Class Service

- People have a basic desire to succeed
- Human behavior can be predicted and influenced
- Positive reinforcement strengthens desired performance
- The person closest to the job knows it best
- Employee involvement is essential for sustained world-class performance

## Special Feature!

### Foundations of Evidence-Based Service Management

The Service Management Profile (SMP) is a tool to assess how well your managers utilize key skills and procedures to maximize employee service performance. Participants will fill in one questionnaire and will have a number of their subordinates to fill in another set for a computer generated assessment of the participant's skill level in:

- Targeting
- Feedback
- Reinforcement
- Tracking
- Goal Setting
- Coaching

## WHAT YOU'LL EXPERIENCE

### Session 1

#### Service Management Foundation

- World-class leadership
- Identify your service management responsibility:
  - What service outcomes are managers responsible for accomplishing?
  - What comes under a manager's control?
- Developing service performance descriptions:
  - Identifying areas of responsibility
  - Establishing service performance standards
  - Linking the customer's perspective to service performance standards
- Collecting information and measuring service performance
- Communicating service performance expectations
- Providing performance feedback
- The chain of customers

### Session 2

#### Goal Setting and Action Planning

- Setting service performance goals
- Developing action plans
- Conducting goal setting meetings and progress review meetings

### Session 3

#### Positive Motivation

- Using positive motivation effectively
- Selecting and giving reinforcement
- Giving recognition

### Session 4

#### Performance Coaching & Team Building

- Guidelines for effective coaching
- Identifying reasons for deficient service performance
- Balancing positive and negative consequences
- Team meetings

#### ABOUT THE AUTHOR



#### Martin Wikoff, Ph.D.

Author : Performance Leadership • Managing Performance • Managing First Class Service • PRIDE

Managing First-Class Services was developed by Dr. Martin Wikoff, an educator and recognized authority on organizational development, productivity improvement, and behavioral technology. For the past 20 years, Dr. Wikoff has been in the forefront of research, development, and implementation of evidence-based productivity improvement technologies. Dr. Wikoff is the author of four popular Persona training and consulting programs: Managing Performance, Managing First Class Service, and PRIDE (Purpose, Recognition, Influence, Development, and Energy). Dr. Wikoff holds a Ph.D. and M.A. from the University of Notre Dame with a concentration in experimental psychology, learning processes, and industrial psychology. He also holds a B.S. in psychology from the University of Washington.



For more information about **Persona** GLOBAL® metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



## ABOUT Persona GLOBAL®

**Persona** GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL® metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,600 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

## Corporations that have benefited from **Persona** GLOBAL®s Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment