

# Signature Service: The Key to Customer Satisfaction®

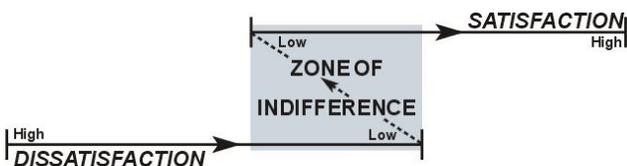


Businesses in every sector are experiencing increased competition as new, diverse players enter the market. When consumers have more choices, they perceive fewer differences among companies that provide similar services. Switching suppliers is easy, and customers can demand a higher level of service. To remain competitive, your business can't afford anything less than the highest level of customer satisfaction. This means ensuring that customer contact personnel have the tools and skills they need to deliver the highest possible level of customer satisfaction.

*Signature Service* is a practical, results-oriented program that helps service providers at all levels develop and apply the skills necessary to ensure customer satisfaction. *Signature Service* recognizes four distinct customer conditions and provides specific approaches for successfully responding to each one. Service providers bring customers to a satisfied level, and then confirm customer satisfaction.

Customers are rarely completely dissatisfied, just as they often are not completely satisfied. Customers who experience a low degree of dissatisfaction—or a low degree of satisfaction—are in the Zone of Indifference. When they are indifferent about the service they receive, it is easy for them to change suppliers.

## Satisfaction/Dissatisfaction Model



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## Program Outcomes

Obviously losing customers is disastrous to the profitability and growth of any company, and service employee turnover is costly. *Signature Service* helps service providers manage contacts in a way that offers greater satisfaction to customers—and to the service

providers themselves. This overall increase in satisfaction can lead to increased retention of both customers and service providers. It addresses the key business issue of achieving customer loyalty through customer satisfaction.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Signature Service* includes components and activities that enhance Learning Transfer and Organizational Alignment.

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop
- Series of discrete modules to allow application between sessions

The flexibility in the learning design enables tactical action planning to address common customer service challenges. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and service provider

## Modules: Key Learnings Are . . .

### Discovering the Opportunities in Customer Satisfaction

How to explain the value of customer satisfaction for the organization, customer, and service provider

### Managing Myself

How to apply a three-part approach to self-management

### Opening the Interaction

How to identify customer conditions and respond appropriately

### Determining Needs and Expectations

How to use listening, questioning, and empathy skills

### Managing the Interaction

How to present clear explanations and protect the relationship with the customer while adhering to the company's policies and procedures

### Satisfying Customers in the Comfortable and Indecisive Conditions

How to work with customers in positive to neutral customer conditions

### Satisfying Customers in the Insistent and Irate Conditions

How to work with potentially negative and emotionally charged customer situations

## Your Service Providers Will Be Able To . . .

Articulate their role, as well as the risks and potential opportunities, in the Zone of Indifference

Manage their role in interactions with others, thereby consistently achieving desired results

Create and sustain customer comfort throughout the entire contact

Determine the customer's needs and expectations; increase customer comfort by demonstrating empathy

Help customers understand the information they need to know; say "no" while maintaining a high level of customer comfort

Work effectively with customers in the Comfortable and Indecisive conditions

Work effectively with customers in the Insistent and Irate conditions

## Continued

As a result, *Signature Service* becomes part of your organization's selling practices, benefitting customers and increasing productivity.

## Enabling Improved Performance

*Signature Service* includes various performance application, reinforcement, and support tools, such as implementation guides, job aid cards, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving service managers early on, and training them to coach for improved performance, is also fundamental to successful program implementation.

## Evaluation

Organizations that implement *Signature Service* have access to measurement and evaluation tools. Skill checklists help managers track service providers' use of program skills over time. Managers can use this information to measure performance and provide feedback on an individual level. Managers also can use these checklists in

staff meetings to both measure and reinforce early implementation. Wilson Learning recommends comparative customer service surveys to track satisfaction levels before and after program implementation. This data provides valuable insights into the impact of *Signature Service*.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your service environment and business priorities and can be integrated with your service process.**