



Customer Centered  
Consulting Group, Inc.

# A CULTURE OF SERVICE

**Overview** The "Culture of Service" program is designed for every team member no matter their role or level of interaction with the outside customer. The goal is to raise the level of customer service delivered both internally and to the external customer. This is not a class where you sit and listen to someone talk! There are many small group exercises and topics where the entire group engages in discussions, even debates, on customer service topics and ideas to propel your organization to create the best customer experience in your industry. There are also several hands-on teambuilding exercises to reinforce key learning points.



## Course Roadmap

1. Customer Service Fundamentals
2. Who Are Your Customers?
3. Top 10 Customer Turnoffs
4. Keys to an Exceptional Customer Experience
5. Culture of Service Self-Assessment Review
6. Teamwork
7. Communication
8. Dealing with Change
9. Understanding Different Styles
10. Dealing with Conflict
11. Action Planning

## Learning Objectives

1. Understand the importance of internal service.
2. Recognize and display the behaviors necessary to create a consistent exceptional customer experience.
3. Take a realistic look at your organization as a whole and your personal level of customer service, identifying and removing barriers that stand in the way of creating an exceptional customer experience.

## Actual Responses on Course Feedback Forms

### *What did you like most about the training?*

*"Openness of conversations and genuine feedback"*

*"Very informative. Best training event I've attended so far."*

*"Games. Light hearted. Actually valuable info. Not a waste of time."*

*"Too hard to pick one. Learned far more than I thought I would. Great experience."*

*"To be honest, I wasn't looking forward to today, but it was awesome."*

*"Once I walked into the room I thought here's another "rah rah" session. It definitely wasn't. I'm looking forward to my team going through it."*

*"The class was well organized and kept everyone involved. One of the best trainings I've had."*

*"While we always think we don't really need this type of training, we take away 2-3 things that we will value and implement on a daily basis."*

