

“You are stimulating, dynamic and able to sell your concepts to top management.”

–Nelson C Kuria, *Managing Director, CIC Insurance*

“Your custom tailored session drove our customer service strategy home.”

–George Veitengruber, *Bristol-Meyers Squibb Company*

Achieving Excellence Through Customer Service

A customer service strategy is imperative in today's competitive marketplace. The importance of service must be recognized and addressed by everyone within an organization. Becoming a service driven organization requires a commitment by top management, proper training for each and every employee, and an empowered work force with customer friendly systems and procedures built around Speed. The following is a synopsis listing the major topics covered in Service Strategist, John Tschohl's Achieving Excellence Through Customer Service presentation.

- **Customer Service: A Strategic Weapon**
- **Creating A Highly Motivated Workforce**
- **The Service Strategy With Speed**
- **e-Service Competition**
- **Nine Major Steps to Becoming Customer Service Driven**
- **Customer Service Role Models**
- **Building a Legendary Brand**
- **Don't Hire Employees Who Hate Customers**
- **Empowerment**
- **Training Leaders and Employees**
- **Service Recovery – Loyal for life**

Additional presentation titles

John Tschohl always customizes his presentation to your specific industry and individual needs. Presentation titles can be tailored for your organization.

E-service: Speed, Technology and Price Built Around Service

• **e-Service: A Strategic Weapon**

• **e-Commerce: How to Survive and Grow**

• **The Leadership Challenge: How to Keep Customer Service Quality on Track**

• **Benchmarking Customer Satisfaction — How Do You Stack Up Against Your Competitors?**

• **Eat or be Eaten**

• **Advanced Techniques for Building Customer Satisfaction**

• **Cutting Costs to Survive**

• **Creating a Dedicated Workforce**

• **Fostering an Empowered Workforce**

• **Service Recovery**

Loyal For Life Or Speed

Every organization makes mistakes, blows it or has customer misunderstandings. Service recovery can turn angry customers into customers who will be Loyal for Life, all in just 60 seconds or less. Empowerment is the backbone of the service recovery principle.

Speed dramatically decreases the time it takes to do a project and deliver results. Doing it Fast, Doing it Now and Doing it Right. Alter your employees mindset, eliminate barriers and review policies.

