

ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE, *John Tschohl*

"CREATING A CUSTOMER EXPERIENCE"

CUSTOMER SERVICE: A STRATEGIC WEAPON

- *Customer Service as a Differentiation Strategy*
- *Nine Critical Steps Necessary to Drive a Service Strategy*
- *Building Market Share and Market Dominance*

e-SERVICE

- *Eat or Be Eaten*
- *Speed, Price and Service*
- *e-Commerce: How to Survive and Grow*
- *Role Models: Amazon, LL Bean, Dell*

THE LEADERSHIP CHALLENGE: HOW TO KEEP CUSTOMER SERVICE QUALITY ON TRACK

- *Developing a Customer-Focused Corporate Culture*
- *The Key Ingredients for Absolute Superior Service*
- *Effectively Model Visions, Values and Behaviors*

ADVANCED TECHNIQUES FOR BUILDING CUSTOMER SATISFACTION

- *Lessons Learned From World-Class Leaders: Amazon, Costco, Southwest Airlines, General Electric*
- *Developing the Attributes Displayed by World-Class Service Quality Leaders: Commerce Bank, Home Depot, JetBlue, Delta Dental Northeast, Wilderness Safari*

CUTTING COSTS

- *Secret Strategy of Service Leaders*
- *Eliminating Waste and Costs*
- *Why Price is Critical to Build Value*



SPEED: DO IT FAST, DO IT NOW & DO IT RIGHT

- *Creating a Speed Mindset*
- *Eliminating Barriers to Speed*
- *Keep Promises and Over Deliver*

CREATING A DEDICATED WORKFORCE

- *Recruit and Select the Very Best Employees*
- *Powerful Techniques on How to Motivate and Improve Morale*
- *Keeping Employees Once You've Got-em*
- *Hiring Employees who love Customers*
- *Terminating Non-performing Employees*

FOSTERING AN EMPOWERED WORKFORCE

- *Steps for Implementing Empowerment*
- *Creating a Climate That Consistently Stimulates Empowerment*
- *Super Charging Employees to Stay and Perform*
- *Obstacles to Empowerment*

DESIGNING EFFECTIVE QUALITY TRAINING TOOLS

- *Building a Service Culture*
- *Key Critical Design Features*
- *How to Motivate Employees to Care*
- *Techniques on How to Change Attitudes and Behaviors*

SERVICE RECOVERY

- *The Art of Keeping Unhappy Customers*
- *Four Techniques That Work*
- *Moving Heaven and Earth*
- *Ritz Carlton Strategies*

CUSTOMER RETENTION

- *Growing a Business by Keeping Customers*
- *Surveys - The Ultimate Question*
- *Wow The Customer*