

## **SPEED: Creating a Customer Experience by examining the Purpose of Speed, the Barriers that Restrain Speed, and Ways to Increase Speed, John Tschohl**

### **CUSTOMER SERVICE: A STRATEGIC WEAPON**

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

### **e-SERVICE**

- *Eat or Be Eaten – Speed*
- *Speed, Price and Technology Built Around Service*
- *e-Commerce: How to Survive and Grow*
- *Role Models: Amazon,, Dell, Federal Express*

### **CREATING A CUSTOMER EXPERIENCE**

- *Developing a Customer-Focused Service 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: Costco, Southwest Airlines*
- *Developing the Attributes Displayed by World-Class Service Quality Leaders: Commerce Bank, LL Bean*

### **WHY SPEED WORKS**

- *What is Speed*
- *Shrink the Time to Get Things Done by 90%*
- *All Customer Love Speed*



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

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

### **INTERNAL BARRIERS TO SPEED**

- *Your Mindset and Attitude*
- *Empowerment*
- *Follow-Through*
- *Accountability*

### **EXTERNAL BARRIERS TO SPEED**

- *Organizational Policies and Procedures*
- *Systems and Technology*
- *Reliance on Vendors or Third-parties who Don't Support Speed*

### **ROAD BLOCKS AND SPEED BUMPS**

- *Creating a Mind Set for Speed*
- *Waiting Until the Last Minute*
- *Slow is Easier and Less Work*
- *Speed Vignettes*

### **FOSTERING AN EMPOWERED WORKFORCE**

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

### **DRIVING A SERVICE CULTURE**

- *Speed Technology*
- *Key Critical Design Features for Training Programs*
- *How to Motivate Employees to Care with Training*
- *Techniques on How to Change Attitudes and Behaviors*

### **SERVICE RECOVERY**

- *Taking a Customer From Hell to Heaven in 60 Seconds or Less*
- *Four Techniques That Work*
- *Moving Heaven and Earth*
- *Ritz Carlton Strategies*