

LOYAL FOR LIFE, *John Tschohl*

SERVICE STRATEGY

- World Class Service Leaders
- Building Market Dominance
- Nine Critical Steps to Superior Service

CREATING A SERVICE CULTURE

- Principles of Service Role Models
- Proven Financial Performance
- Service Leaders Commerce Bank, Vail Resorts, Amazon, JetBlue Airways

COST OF NOT HANDLING PROBLEMS ON THE SPOT

- Why Customer Often Don't Complain
- Why Bumping up to a Manager is Expensive
- Customer Defections are Expensive

WHAT IS SERVICE RECOVERY

- Overcoming mistakes, Screw-ups and Problems
- A Philosophy
- Separates the Pros from the Amateurs

HOW TO GO FROM HELL TO HEAVEN IN 60 SECONDS OR LESS

- Service Recovery Steps that Work
- Empowered Employees
- Techniques Critical to your Success

EMPOWERMENT A WAY OF LIFE

- Why Empowerment Works
- Bending and Breaking Rules
- Celebrating Empowered Decisions

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

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

WHY EMPLOYEES DON'T WANT EMPOWERMENT

- Too Risky
- Self Image Problems
- Lack of Training

THE STEPS TO SERVICE RECOVERY

- Act quickly
- Take Responsibility
- Be Empowered
- Compensate

ARE CUSTOMERS ALWAYS RIGHT?

- Cost of Being Wrong
- What Percentage Rip you Off
- Secrets of Target, Home Depot, Wal-Mart and Costco

THE POWER OF WORD OF MOUTH ADVERTISING

- Wowing the Customer
- Why Amazon Went from \$511,000 to \$14 Billion!
- Value of Word of Mouth vs. Paid Advertising

SERVICE LEADERS

- Focus on Keeping Customers
- Value Customers and Employees
- Principles, Values and Strategies

CREATING FORMAL SERVICE RECOVERY PROCEDURES

- Compensation that Works
- Formalizing 6 Models that Work for your Organization

