

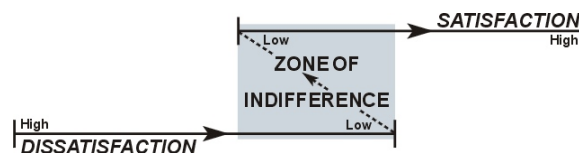


## SIGNATURE SERVICE: THE KEY TO CUSTOMER SATISFACTION®

Businesses in every sector are experiencing increased competition as new, diverse players enter the market. When consumers have more choices, they perceive fewer differences among the companies that provide similar services. Switching suppliers is easy, and customers can demand a higher level of service. To remain competitive, your business can't afford anything less than the highest level of customer satisfaction. This means ensuring that customer contact personnel have the tools and skills they need to deliver the highest possible level of customer satisfaction.

*Signature Service* is a practical, results-oriented program that helps service providers at all levels develop and apply the skills necessary to ensure customer satisfaction. *Signature Service* recognizes four distinct customer conditions and provides specific approaches for successfully responding to each one. Service providers bring customers to a satisfied level, then *confirm* customer satisfaction.

### Satisfaction / Dissatisfaction Model



Customers are rarely completely dissatisfied, just as they often are not completely satisfied. Customers who experience a low degree of dissatisfaction—or a low degree of satisfaction—are in the Zone of Indifference. When they are indifferent about the service they receive, it is easy for them to change suppliers.

### VALUE PROPOSITION

Obviously losing customers is disastrous to the profitability and growth of any company, and service employee turnover is costly, as well. *Signature Service* helps service providers manage contacts in a way that offers greater satisfaction to customers—and to the service providers themselves. This overall increase in satisfaction can lead to increased retention of both customers and service providers. It addresses the key business issue of achieving customer loyalty through customer satisfaction.

### APPROACH

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Signature Service* includes components and activities that enhance:

**Learning Transfer:** Embeds practice and use of new skills in the learning design; the learning can be *flexibly delivered* as a:

- Two-day, **face-to-face, application-oriented workshop**
- Series of discrete modules to allow application between sessions

The flexibility in the learning design enables tactical action planning to address common customer service challenges.

*Signature Service* can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

**Organizational Alignment:** Ensures that the organization supports the use of the new skills

- Post-learning reinforcement activities (optional) for both the manager and service provider support skill application and implementation.

As a result, *Signature Service* becomes part of your organization's selling practices, which benefits customers and increases productivity.

## OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Service Providers Will Be Able to...</i>
<p><i>Discovering the Opportunities in Customer Satisfaction</i></p> <p>How to explain the value of customer satisfaction for the organization, the customer, and the service provider.</p>	Articulate their role, as well as the risks and potential opportunities in the Zone of Indifference.
<p><i>Managing Myself</i></p> <p>How to apply a three-part approach to self-management.</p>	Manage their role in interactions with others, thereby consistently achieving desired results.
<p><i>Opening the Interaction</i></p> <p>How to identify customer conditions and respond appropriately.</p>	Create and sustain customer comfort throughout the entire contact.
<p><i>Determining Needs and Expectations</i></p> <p>How to use listening, questioning, and empathy skills.</p>	Determine the customer's needs and expectations. Increase customer comfort by demonstrating empathy.
<p><i>Managing the Interaction</i></p> <p>How to present clear explanations and protect the relationship with the customer while adhering to the company's policies and procedures.</p>	Help customers understand the information they need to know. Say "no" while maintaining a high level of customer comfort.
<p><i>Satisfying Customers in the Comfortable and Indecisive Conditions</i></p> <p>How to work with customers in positive to neutral customer conditions.</p>	Work effectively with customers in the Comfortable and Indecisive conditions.
<p><i>Satisfying Customers in the Insistent and Irrate Conditions</i></p> <p>How to work with potentially negative and emotionally charged customer situations.</p>	Work effectively with customers in the Insistent and Irrate conditions.

## ENABLING IMPROVED PERFORMANCE

*Signature Service* can be enhanced by optional performance application, reinforcement, and support tools. Implementation guides and performance checklists ensure that service providers develop skills during the workshop and then fine-tune their newly acquired skills and behaviors upon returning to work. A job aid card is provided during the course and can be used long after the course is over. Involving service managers early on, and training them to coach for improved performance, is also fundamental to a successful *Signature Service* implementation.

## MEASUREMENT

Organizations that implement *Signature Service* have access to measurement and evaluation tools. Skill checklists help managers track service providers' use of *Signature Service* skills over time. Managers can use this information to measure performance and provide feedback on an individual level. Managers also can use these checklists in staff meetings to both measure and

reinforce early implementation. Wilson Learning recommends comparative customer service surveys to track satisfaction levels before and after *Signature Service* implementation. This data provides valuable insights into the impact of *Signature Service*.

## EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that *Signature Service* brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your service environment and business priorities, and integrated with your service process.**