



distinctions

Raving Fans - Inside & Out Customer Service

Raving Fans based on the best-selling book by Ken Blanchard and Sheldon Bowles, this upbeat, fun and engaging service-improvement workshop revs up commitment to customer service with a common-sense approach, based on three secrets. First, decide what you want. Second, discover what the customer wants. Third, deliver the vision plus one percent. But how clear is the vision for an entire customer-service program? Can employees deliver every time with the same consistency? For employees at all levels who are responsible for providing exemplary internal and external customer service, this program helps hone skills in communicating, listening, dealing with contrary customers, and juggling priorities that may hit them all at once.

People in organizations are responsible for creating good relationships with external and internal customers. Research shows that customers who are emotionally attached to organizations are more likely to continue doing business and staying with those organizations. And only employees who have the understanding, knowledge, and skills-as well as the organizational support-are able to deliver customer service in ways that keep customers coming back. Raving Fans® provides people in organizations the necessary skills to gain and keep new customers. Since all employees are responsible for providing great external and internal customer service, the Raving Fans process gives individuals and your entire organization the knowledge and skills to successfully implement positive changes that will retain customers.

Objectives

- Understand the critical strategy of treating customers in ways that ensure they become emotionally attached to your organization.
- Influence leaders within the organization to provide the supportive environment necessary for gaining customer loyalty.
- Crystallize their personal and organizational images and perceptions of 'service'.
- Discover what customers want and think about them and their organization.
- Listen and communicate more effectively and in a variety of ways.
- Use recovery as a customer loyalty strategy.
- Apply the learning back at work to ensure continuous improvement in their sphere of influence.

As a result of the program, participants will learn to:

- Emotionally attached external and internal customers that stay with you for the long term, thus achieving a greater return on your investment.
- Increased employee initiative and sense of responsibility, resulting in fewer headaches and requiring less time to achieve positive results.
- Greater alignment of individual and organization visions.
- Establishing the optimal environment for working toward your organizational vision and accomplishing your key business goals.
- Greater productivity and performance.
- Enhanced individual and organizational self-esteem.