



DESPERATELY SEEKING SERVICE

Looking Beyond Satisfaction

PROGRAM LENGTH

1hr – 1.5hrs

PROGRAM DESCRIPTION

In this program, Greg will take you through a series of funny and thought-provoking real-world service experiences and looks at them through the eyes of the people we are privileged to serve. Along the way, you'll be challenged to look at the external and internal customer experience you're providing and learn why "satisfaction" is yesterday's goal.

PROGRAM OUTLINE

- I Desperately Seeking Service
 - Today's service environment
 - Seeing the world through the eyes of your Internal and External Customer
 - The "Subtle" message

- II Why Loyal Customers (Internal and External) Defect
 - Interactive group exercise
 - Facilitated discussion of the most common reasons that internal and external customers "defect" to other options
 - Embracing the concept of "Process Mastery"

- III Why Satisfaction is Yesterday's Goal
 - Giving license to mediocrity
 - Making it "Ok" to just be "Ok"

- IV Frank the Cab Driver
 - 10 important lessons from an unlikely source

