

# Course Description

## Customer Focused Service: Building a Service Excellence Program AMS210



### Overview

This course will challenge the most advanced individual to explore their attitude and philosophical viewpoint toward service. The self-assessment and following analysis of real life scenarios will enable the facilitator to illustrate the true meaning of service and personal excellence. The content of this course will capture the fact that service is not about the ultimate contact point. It is about the idiosyncrasies that make up the organization, processes, personalities and ultimate culture under which it is provided.

### Learning Objectives

- Understand and believe in the customer-focused goals of the organization
- Understand how the company's goals tie in with long term growth and how important is service in achieving these goals
- Understand who the customer is and to properly identify their needs and wants
- Understand what makes your company different from the rest
- Use a differentiation strategy to better promote the company
- Understand what a service excellence program is
- Explore the easy-to-use tools that can be used to develop and maintain a service excellence program

### Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

### Delivery Options

### Duration

Half day / On-line 3 hours

### Who Should Attend

Any professionals who seek to enhance customer relationships would benefit by taking this course.