

# Three Keys to Service Excellence

## Description

Most great small companies never make the transition to great big companies. Understanding where they falter and what the winners have done to scale their service excellence holds lessons for ALL companies. The use of Systems Thinking, the creation of Unique Customer Experiences and the deployment of Data Driven Management<sup>™</sup> are the keys that separate the perennial service winners.

In this session your team will learn:

- Why service deteriorates rapidly as a company grows
- Understanding how small moves in customer retention can have huge implications for the bottom line
- Why you must use a systems thinking approach to scale service excellence
- How to design a company wide system for service excellence
- Understanding why the service excellence spiral begins with superior internal service
- How to create the reinforcing loop of customer loyalty and employee loyalty
- Understanding the shift from simple customer service to Unique Customer Experiences
- How to create Unique Customer Experiences using:
  - Offer Touchpoints
  - Systems Touchpoints
  - Human Touchpoints
- Strategies of customer service legends
  - Harley                      - American Express                      - Lexus                      - USAA
  - State Farm                      - Southwest Airlines                      - Land's End                      - Ritz Carlton
  - Disney                      - British Airways                      - Fidelity                      - Amazon.com
- How to apply the patterns of excellence derived from the winners
- How to use Data Driven Management<sup>™</sup> to "bring certainty to the process."
- How Data Driven Management<sup>™</sup> utilizes the best of:
  - Systems Thinking                      - Change Management
  - Message Management                      - TQM/continuous improvement/Kai-Zen
  - Reengineering                      - Six Sigma
  - Best Practice Sharing

Discussions, exercises and application of the concepts to your business can be designed into the program if appropriate time is allotted. A 90-minute keynote is available. The ideal format is 3-6 hours. System wide implementation programs are also available.

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