

## Rethinking Customer Service

**“Most companies today are not structured to deliver quality customer service...”**

**Because their management models were developed in the Industrial Era to manage the manufacturing companies of the '40s and '50s.**

**We are in a very different world now...”**

### DESCRIPTION

No matter how big your company, no matter what your business, exceptional customer service can be the difference that gives you the competitive edge. This program will teach your managers how to recruit, train, coach and motivate an exceptional customer service team, and it will teach your customer service employees how to treat your customers like the valuable asset they are.

### KEY CONCEPTS

Too many managers focus on the cost of delivering outstanding customer service rather than looking at the profit it can generate.

- For customer service to be profitable, your company must develop a reputation for delivering outstanding customer service.
- To develop a reputation for service, it must be consistently delivered at every level by every employee.
- Today's customers are looking for an experience, not just a product or service.
- Every customer contact creates a “*moment of mediocrity*,” a “*moment of misery*” or a “*moment of magic*.”
- Profitable service means taking advantage of the sales opportunity in every customer service situation and the customer service opportunity in every sales situation.
- Service people must understand that although the customer may not always be right, they are always the customer.
- Why you want to create demanding, difficult and complaining customers.
- How to shift from an operations-driven culture to a marketing-driven culture.
- How to break through the barriers that keep you from being customer-driven.
- A fresh look at Nordstrom, Disney and other models of customer service: how they recruit, train, coach and motivate for outstanding, consistent customer service.
- The five key future trends for service.

### AUDIENCES

This topic is essential for all business audiences because everyone in the organization must understand that the customer is the ultimate boss. Each presentation will be custom tailored to address the specific needs of your organization, people and industry. This program works equally well with large audiences in a general session format or with small groups in a breakout or workshop setting. Many organizations have separate sessions for each level or function in the organization to address their specific issues and concerns.

### PARTICIPANTS LEARN

- Why service has become so critical to survival.
- The importance of delivering consistent outstanding customer service.
- How to handle the natural conflict between operations and marketing.
- How to recruit, train, coach and motivate front line people who will deliver consistent, outstanding customer service.
- How to organize for customer service.
- What it means to create a “*customer experience*.”
- How to create “*moments of magic*.”
- How to turn “*moments of misery*” into “*moments of magic*.”
- How to identify and take advantage of sales and service opportunities.
- How to handle difficult, demanding and complaining customers.
- How to profit from the five key trends in service delivery.

### ALTERNATE TITLES

- The Dollars and Sense of Exceptional Service Delivery
- Customer Driven Service
- How to Deliver Outstanding Customer Service
- How to Use Customer Service as a Competitive Weapon
- The Sales-Service Connection

### FORMATS

Keynotes,  
90 minutes  
Breakouts &  
to

General Sessions  
3 hours

Workshops / Retreats  
3-6 hours

Customized, Long-Term Culture Shift Programs Are Also Available

**NOTE: BECAUSE EACH PROGRAM IS HIGHLY CUSTOMIZED TO THE SPECIFIC NEEDS OF YOUR AUDIENCE, YOUR INDUSTRY AND THE MARKETPLACE, CONTENT CAN VARY SIGNIFICANTLY.**

Post Office Box 1466, Rancho Santa Fe, CA 92067-1466, USA  
toll-free (800) 835-4458 • voice (858) 759-2559 • fax (858) 759-2565

[www.barrera.com](http://www.barrera.com)