



Apr. 20 - 22, 2016
Oct. 19 - 21, 2016



OPEN ENROLLMENT • Management & Leadership

Building a Strong Customer Service Culture For Your Organization

Achieve the highest level of customer satisfaction and retention by using a powerful ‘Service Opportunity Analysis’

What Participants Say:

“A very dynamic course facilitator, engaging each of the class participants.”

D. MacLean,
Director,
Member Services,
COHPA

“This course is timely in our rapidly evolving workplaces and what client service means. The course content and chances to work with others in exploring it will be invaluable in my work. Thank you.”

B. E. Godden Secord,
Supervisor,
Direct Program,
City of Toronto
Employment &
Social Services



Achieve World-Class Levels of Customer Service – EVERY TIME!

How can you build the best service culture in your industry? Achieving strong customer loyalty and customer satisfaction are the cornerstones of every great private and public sector organization.

How your organization should strategically approach creating a customer service culture – that every single team member supports – is what this program is all about.


This course is hands-on learning. You will develop an active plan using input from your customers and business team to achieve the top service levels in your industry.

The Best Part:

Pre course questionnaires and skills-building assignments are used to customize the learning process. Each participant is offered the opportunity to provide anonymous, real-life scenarios in the pre-course questionnaires. These scenarios are then reviewed and incorporated into the 3 days of learning to maximize the immediate value to each participant.

Enrol today to earn your certificate.

See back for three ways to register.

 Receive 21 PDUs towards your PMI® Continuing Certification Requirements

[Preview & Register Online](#)



Building a Strong Customer Service Culture For Your Organization

What You Will Learn

1. Identify **service quality gaps in your organization's service model** – and how to address them
2. **Assess your own service leadership skills and how to build a Service Culture**
3. Create a comprehensive **Customer Service Breakdown Plan of Action**
4. **How exceptional customer service can be created and sustained** – right now!
5. Apply **measurement techniques to assess and monitor service** over time
6. **Understand how people, and groups act in organizations** and how to leverage your relationships
7. **Modern service delivery best practices and strategies for enhancing customer loyalty**
8. Apply **process mapping techniques** to break-down work flows and task-ownership
9. Investigate **the most effective ways to add value to your customers**
10. **Speed-up customer processes from top to bottom in your organization**

Develop the Strongest Service Culture In Your Industry Using 8 Advanced Learning Tools

Special Pre-Course Package

Complete a Service Opportunity Breakdown to Maximize Your Learning

Pre-course thinking and assignments are organized to be comprehensive and targeted to having your specific customer service challenges on-the-job into the curriculum of this 3-day learning. This is your opportunity to ask the difficult questions about how you, your teams and/or your organization's customer service and customer service culture may improve. It is a valuable experience that will get participants engaged before the course and focussed throughout the course.

Your Instructor is committed to creating as meaningful and rich a learning environment as possible. You play a significant role in shaping this course. This is a unique interactive learning opportunity. After all, creating cultural change and (re) focussing on customer service begins with you.

Additional Course Features

You will transform your service culture using:

1. **Case Studies** of high and low performing service operations
2. **Role Plays** – applying real-world customer service situations
3. Develop **Strategic Action Plans**
4. Use of **Self-Assessment questionnaires with your team**
5. **Video Montages** and hands-on individual and team exercises
6. **Guided feedback** from the course instructor
7. You will also receive **service culture checklists, tips, and a leadership style tool to take back to the workplace with you.**
8. Create a **Service Opportunity Breakdown**: Measure crucial requirements of service and delivery and the level of effectiveness with your customers



Program Content

Evaluating Your Customers: INTERNAL and EXTERNAL

- Calling all customers! Defining your key customer groups
- How is your company's Customer Service defined?
- Who are your Service Providers?
- How strong is your customer culture?
- How do you identify your customers' needs?

Building Customer Loyalty: Three Strategic Drivers

1. Leveraging Customer Communication Tools

- How do you sound to your Customers?
- Managing internal and external customer interactions
- Using communication channels
- How to communicate with different personality types

2. In-person Customer Opportunities

- The power of in-person communications
- Dealing with 'at your desk' requests
- Using body language to your advantage

3. Listening and Questioning Techniques

- How can you acquire Active Listening skills?
- Key probing and response techniques
- How to direct conversations, empathize with clients, identify triggers and negotiate

How to Best Manage Strategic Calls, Emails and Personal Style

- How to control important conversations
- The most memorable openers and closers
- Problem solving methods
- Effective business writing that builds relationships
- Using styles customers are comfortable with
- Managing aggressive, assertive, and passive behaviours

Taking Your Team to The Next Level of Service Design

- Service continuity systems between points of contact
- Process mapping your work flows and task-ownership

- Clarifying work requests to eliminate waste
- Empowering your team to service excellence

Improving Service Response: Seeing What's Behind the Complaint

- Understanding the customers problem
- "Hidden" complaint issues
- Solutions to exceed expectations

Handling Stressful Situations & Building Service Culture:

- Creating a culture that benefits and learns from stressful customer interactions
- What will a Stress Action Plan uncover for you?
- De-escalating anger by establishing common ground
- Setting predictable and transparent limits with your clients
- Creating a culture of team empowerment and emotional intelligence

This course is ideal if you have responsibilities related to:

1. Service quality initiatives
2. Development of policy and strategic customer service
3. Sales, Marketing, and Key Account service planning
4. Service process design and training
5. Customer satisfaction, loyalty and retention planning
6. Service coaching or customer experience improvement

Instructor Profile

Diana Kawarsky, MA, CCP

Diana is a senior professional customer communications advisor and business writer with 20 years of experience working with Fortune 500 companies, universities and colleges throughout North America. She has worked in many industries including: finance, insurance, retail, natural resources and government. She is sought after for her design and delivery of Customer Service courses and her input on instilling customer service culture.

Diana is a top Schulich instructor using a variety of advanced teaching methods to make real world culture service challenging, the learning valuable and applicable to the participants.

In-Company Training

This and all SEEC programs can be delivered on-site or customized for your group's needs. For all custom program enquiries please e-mail customseecprograms@schulich.yorku.ca or telephone 416.360.8850.

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Nadal Management Centre

Ways to Register

Online

seec.schulich.yorku.ca

Fax

Download a registration form at seec.schulich.yorku.ca and fax to 416.736.5689

Mail

Download a registration form at seec.schulich.yorku.ca and mail to the address under Payment Options at right

Course Tuition & Registration Details

Program Tuition: \$2,595 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Program Locations

Your course will take place at the following SEEC facilities from 9:00 a.m. to 4:30 p.m. each day:

The Miles S. Nadal Management Centre, 222 Bay St., 5th Floor, Ernst & Young Tower, Toronto, Ontario M5K 1K2
Tel: 416.360.8850

Payment Options

SEEC accepts Visa, MasterCard, American Express and cheques.

If paying by mail, registration forms can be sent to:

Schulich Executive Education Centre, The Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

Please make cheques payable to:
York University – Schulich Executive Education Centre

Optional Accommodations

S. Nadal Management Centre, please consider staying at the **Fairmont Royal York Hotel**. Call 416.368.2511 and ask for the SEEC/York University special corporate rate. Book online at: fairmont.com/reservations/check-availability/ Enter promotion code NYRK.

Contact Us

Call us at 416.736.5079 (1.800.667.9380 toll free), or email exceedinfo@schulich.yorku.ca.

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- Rapidly update your education to an executive level in areas key to your success
- Link theory to practice with a hands-on, action-based learning curriculum
- Enjoy immediate ROI through application of your learning right away
- Share experiences and knowledge with other professionals in limited-size classes
- Leverage the expertise and insight of industry savvy, real-world instructors
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