



MANAGING SIGNATURE SERVICE

Increased competition and rapid changes in the marketplace require service managers and employees to maximize their performance. Service functions are an increasingly important strategic opportunity for companies to retain customers and build a brand reputation for excellence. To create and promote a service environment, companies invest in training their people in *Signature Service*. Most organizations that have made this investment realize that managers must constantly reinforce the tools and skills of *Signature Service* to achieve its full benefit and make it part of the company culture.

Managing Signature Service: The Key to Customer Satisfaction™ (MSS) is a one-day program for managers that helps them coach service providers in using *Signature Service* skills to improve customer satisfaction. MSS helps managers create an environment in which expectations and rewards are clearly tied to consistently using *Signature Service*. This ongoing performance support ensures that the manager drives enhanced service performance.

Managing Signature Service Excellence

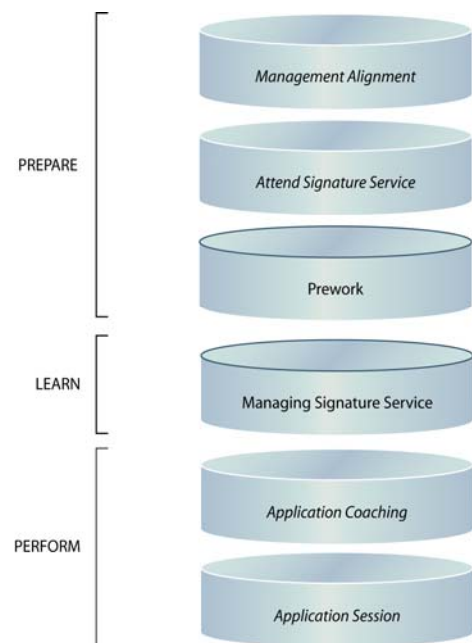


VALUE PROPOSITION

The coaching techniques at the core of MSS offer clear benefits for the organization. When managers coach service providers to drive performance change, customer satisfaction improves. Consequently, the organization benefits from increased customer loyalty, which has clear and significant bottom line impact. The organization also benefits because managers become more efficient. As their coaching efforts yield improved service provider performance they can spend their time on appropriate managerial tasks instead of resolving customer issues better left to the providers.

APPROACH

Learning and using MSS is pragmatic and adaptive. It starts with making sure the organization's leadership understands and supports the approach, uses real service providers and real coaching situations for practice, and incorporates practical action planning to ensure immediate application and early success.



MSS can be delivered in a single one-day session or in a series of short sessions that focus on specific topics. This enables:

- Face-to-face interaction and an opportunity to share experiences and expertise
- Tactical action planning to address current coaching challenges

MSS has four integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>The Service Management Mindset</i></p> <p>How to explain their critical role in creating a positive customer experience. How to describe key <i>Signature Service</i> tools and skills to their service providers.</p>	Be able to identify coaching and reinforcement opportunities by recognizing when service providers are using, or not using, key <i>Signature Service</i> skills.
<p><i>The Coaching Process</i></p> <p>How to apply a three-part coaching process to drive enhanced customer service performance.</p>	Be able to communicate expectations, identify behaviors, and provide feedback and recognition.
<p><i>Coaching Practice</i></p> <p>How to practice applying the coaching process in a simulated setting.</p>	Be able to apply the coaching process in different types of service provider coaching situations.
<p><i>Sustaining Signature Service</i></p> <p>How to implement <i>Signature Service</i> in the workplace.</p>	Be able to create and implement tactical action plans that improve service providers' performance.

ENABLING IMPROVED PERFORMANCE

Organizations implement *Signature Service* and MSS to drive performance change. MSS features a tested support approach that drives performance and emphasizes defined performance standards. Reinforcement tools assist and serve as a guide for managers as they coach to *Signature Service* skills and will help the organization fully leverage the exponential benefits of these two programs.

MEASUREMENT

Organizations that implement *Signature Service* and *Managing Signature Service* have optional access to additional measurement and evaluation tools, such as performance standards and coaching checklists to help track use of new skills.

The (optional) application session provides early insights into managers' use of coaching tools and techniques.

Managers also can track the impact of these programs on overall customer satisfaction scores, on customer retention rates, or several other measures that service centers normally track. Wilson Learning can consult with any organization on this process to ensure that the impact is fairly assessed and that other factors are given appropriate weight or credit.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that MSS brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.