

Rightrack ... a little bit of magic

**Advanced Customer Service**  
a facilitated 2-day workshop



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## Overview

This two-day workshop style programme is specially designed to help your organisation develop and improve the quality of service you provide to your customers. It is equally applicable where there is clear room for significant improvement as in organisations where continuing focus is given to retaining an industry-leading position. Parts of the workshop are facilitated using proven principles from "Appreciative Inquiry", and employ self-managed and shared group learning as its core strategy.

The workshop is serious, but facilitated with an air of positivity, energy, and fun. The overall aim of the two days is to develop a robust plan, which will take and sustain customer service at the next level. The emphasis is very much on using the workshop to deliver clearly defined action plans for groups, teams, and individuals including clear ownership of responsibility for implementation.

## Who Should Attend?

The workshop is best suited to colleagues that are more experienced and those with management or team leader roles including those who have the authority to drive change in their areas of responsibility and through the organisation.

## Workshop Objectives

By the end of the workshop participants will:

- Recognise the level and quality of service currently provided by your organisation at each of the main customer touch points
- Understand the customer journey and where it can be improved to raise the expectations of customers
- Know how to harness the unique qualities of those currently providing high levels of customer service in the organisation
- Agree the lines of inquiry: e.g. enquiry, telephone calls, face-to-face conversations, customer complaints, etc
- Create a unique model of customer service excellence for the future
- Be clear about how to overcome barriers or obstacles to successful implementation
- Have tested application of the model
- Have identified the stepping stones for putting the model into practice
- Leave the workshop with group and personal action plans to make it all happen



## Workshop Content

The two-day workshop content is based on the following content. Please note content can be amended to suit the workshop outcomes of the client.

- Welcome, introductions and workshop objectives
- The Appreciative Approach – understanding the value of using such a model and an overview of how it works
- The aims of the Appreciative session; agreeing areas of inquiry
- Working in small groups, delegates explore the best of customer service currently provided by staff in the organisation – the focus is on what we do well and how we can make it even better
- Delegates create a detailed picture of the components of excellence that they wish to implement
- The workshop progresses and delegate look for gaps & check the bench-marks
- What are we not so good at – what can we do about those aspects?
- Delegates develop the organisation's model of excellent customer service for the whole customer journey
- Groups test and challenge the model and assess its robustness in light of different situations – including the unexpected
- Delegates work on identifying potential organisational obstacles which they anticipate during the implementation of the new customer service model
- Practical discussion to explore how the group will overcome barriers and resistance
- Delegates now test the new model to ensure it will work
- Time for modification and fine-tuning of the model
- The group move on to identify the key implementation steps and agree how they are going to set up effective monitoring and evaluation processes
- The group agree and develop a group action plan for the successful implementation of the model
- Personal action planning – individual responsibility for implementation and next steps



## Programme Style

The style of the programme is to engage and energise, with minimal lecture and maximum interaction. We aim to leave people feeling inspired and to make a real difference to your organisation. Activities include:

- Group discussion and debate
- Sharing of experiences
- Individual and group exercises working on organisational-specific customer service activities
- Structured input from the facilitator using the Appreciative Approach
- Facilitation by the trainer

## Righttrack Membership: Post-Programme Support

Everyone who attends a Righttrack programme automatically receives Righttrack Membership. This allows them to contact their trainer if they have questions or are having difficulties putting into practice what they have learned. They also have access to our dedicated delegate website, which includes downloadable programme materials. This is valid for life.

## Additional Information

### What is the programme duration?

The programme is delivered over two days at a time to suit you. The timings are usually 9.00 a.m. to 5.00 p.m. with refreshment breaks and lunch.

### Who will the facilitator be?

The training specialist will be hand-picked by each customer's personal project manager to ensure their style, approach and industry knowledge is matched with both the organisation and the audience.

### Where and when is the training?

The programme is either delivered at your premises or a venue of your choice. When is entirely up to you, we can work with you to agree suitable timings.

### How many delegates can attend?

This programme can accommodate up to a maximum of 12-15 delegates.



**What materials are available?**

All delegates receive workbooks and handout notes, notes are downloadable from the Righttrack website (see Membership) as well as a personalised certificate of attendance.

**To review the success of Righttrack projects visit the website to review client case studies:**

<http://www.righttrackconsultancy.co.uk/about-us/case-studies/customer-service-training-casestudies.php>

