



# Customer Service Advanced

The Appreciative Approach  
2 day facilitated workshop



...the stuff that learning is made of



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## The Appreciative Approach

### 2 day facilitated workshop

## 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 to gain, or retain, an industry-leading position.

Parts of the workshop are facilitated using proven principles from '*Appreciative Inquiry*', a method which takes the primary focus off what is done badly and instead concentrates on encouraging more of what is done well. Self-managed and shared group learning is at the core of its 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 developing clearly defined action plans for groups, teams, and individuals including clear ownership of responsibility for implementation.

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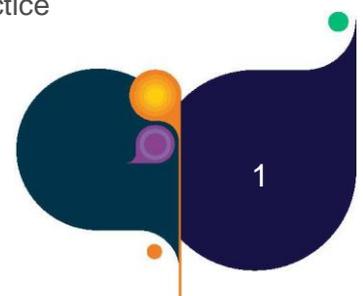
## Who Should Attend?

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.

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## By the end of the programme 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





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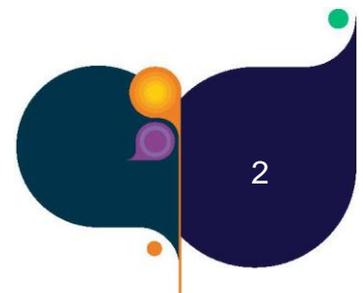
### 2 day facilitated workshop

- Leave the workshop with group and personal action plans to make it all happen
- During the programme there will be opportunities to practice and receive feedback on skills and techniques.

## Programme 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 Approach 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 dealing with 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
- 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 plans
- Personal action planning – individual responsibility for implementation and next steps





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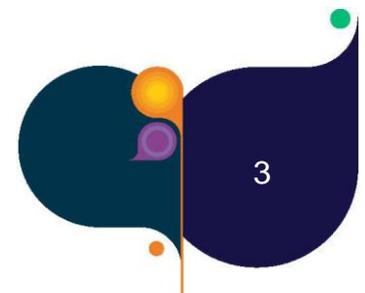
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### Rightrack Style

The Rightrack style is to engage, energise and enthuse. Sure, there's formal input from the trainer, but we aim to build knowledge and skills through maximum interaction and minimum lecture. We know from experience that that's the only way to leave people feeling inspired, and to make a real difference to your organisation.

Depending on the learning objectives, content is created from a combination of approaches: *group discussion, board games, quizzes, questionnaires, video clips, role-play, forum theatre, experiential learning, PhoneCoach, coaching, trainer/peer feedback, reflection activities and highly visual, colourful slides* (to name just a few!) But most importantly, every programme has a strong focus on making sure each delegate understands how activity in the training room translates into action in the workplace.





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### Important Stuff

#### Firstly, we're flexible!

We pride ourselves on being able to tailor our approach to different clients, colleagues and situations. Not in a fickle, chameleon kind of way, just in a way that ensures the best results for all the unique people and organisations we work with. If you have any special requests then let us know and we'll explore all your options with you.

#### The Whens

The recommended duration for this programme is 2-days and availability depending, it can be delivered on dates of your choice. Timings are to suit, usually with a morning and afternoon tea break and lunch in the middle.

#### The Wheres

We come to you to save delegates travelling to us. When you've decided where the training will be held, all you need to do is let us know the address.

#### The Whos

Your project manager will hand-pick a training specialist from the team to make sure that their style, approach and industry knowledge is matched with both your organisation and the delegate audience. Each programme can accommodate 4-15 delegates. If your group is smaller or larger, then just ask for details of one-to-one coaching or large learning events.

#### The Whats

All delegates receive everything they need for the training on the day, including workbooks, handouts, props and pens. They can also receive a personalised certificate of attendance in a presentation wallet, which will be issued following the programme.



### And we've saved the best until last...

Unfortunately we can't perch on the shoulders of delegates and coach them through the weeks that follow their training. But through MyTrack membership, we can equip them with the tools to help make sure the learning is transferred to their day-to-day roles.

#### Benefits include:

- Access to their trainer to ask questions, share successes or discuss challenges
- Downloadable programme materials
- Further reading
- No 'use by date'

