

**Communication
Strategy
Consultants**

in alliance with:

**Training House, Vital Learning,
HRD Press, Human Technology and the
Service Quality Institute**

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**SERVICE FIRST
CUSTOMER SERVICE VIDEO LIBRARY
HEALTHCARE EDITION**

Teach your entire workforce the art of superior customer service with a new video each week or each month.

SERVICE FIRST is a powerful, video-based training tool that makes it easier than ever to train **any number of employees**—with *no* limits—in the art of exceptional customer service, with immediate results and without the need of a big budget or huge investments of time.

It helps you teach your entire workforce (and *all* the employees you hire in the future), the values, skills, techniques, and attitudes necessary to deliver the outstanding, world-class level of customer service you need in order to make sure your customers come back again and again to do business with you—and not switch to your competition.

Unlimited Training in All Aspects of Customer Service Excellence

There are 12 videos in total; you can use each of them for 15 to 60 minute training workshops or staff meetings; each comes with its own 15-page Leader Guide, handouts, answer sheets, Healthcare-specific skill practices and assessments, Certificate of Accomplishment, and PowerPoint slides. Combined, the 12 videos give you up to 12 months of high quality, non-stop training.

Videos are short, entertaining, have no recurring cost: and were built based on Service Quality Institute's experience working with the best organizations in customer service worldwide.

It's So Easy To Train With SERVICE FIRST

Anyone from your staff can do it successfully; you don't need to hire a consultant or experienced facilitator. Managers and supervisors can train their own people. **Each video is just 15 minutes long** and the sessions can expand to up to 1 hour or more using the discussion guides and Healthcare-specific skill practice exercises.

A Smart, Easy-To-Use System

SERVICE FIRST comes with a set of powerful value-added tools that you can download for *FREE* from the private, password-protected section of our website. **Interactive tools include a comprehensive Facilitation Manual, a full-color PowerPoint presentation and access to the SERVICE FIRST Bulletin Board**, from where you can network and exchange ideas with other video library users from all over the world.

for information, visit www.communicationstrat.com

SERVICE FIRST - The Customer Service Video Library

The 12 Exceptional SERVICE VIDEO Titles:

1. Your Key to Customer Satisfaction

Foundation for exceptional service. “The Five Principles of Service First,” are described and defined.

2. The Power of Teamwork

Demonstrates how cooperation between employees impacts the customer service level. Defines teamwork, identifies skills for teamwork development, and gives guidelines for a teamwork action plan.

3. Handling Complaints and Irate Customers

Complaints are an opportunity to improve existing service and begin delivering quality service. Identifies basic problem-solving skills, complex problem and irate customer handling skills. Introduces the concepts of self-talk and CLASS ACT.

4. The Language of Positive Communication

Creative positive customer interactions and eliminating negative communication habits. Provides an understanding of first impressions, developing a positive attitude and defines communication in its different forms.

5. Effective Questioning and Listening Techniques

Questioning and listening skills can define a customer’s needs so the employee can meet the customer’s expectations. Identifies the skills for asking questions, active listening and the confirmation of understanding.

6. Exceeding Customer Expectations

Identifies the need for employees to EXCEED customer expectations to elevate their level of customer service above the competition. Teaches how to apply the “Golden Rule” to customer interaction, how to put forth extra effort, and how to treat co-workers as internal customers.

7. Adding Value

Identifies ways to add customer value to your existing service level. Demonstrates that once the customer’s expectations are fulfilled, you must look for additional ways to go beyond the normal “job requirements” to provide the unexpected.

Communication Strategy

8. Effective Telephone Techniques

Describes techniques to transfer the skills in the previous seven sessions to the use of the telephone, fax and electronic mail. Covers all phases of the communication from facial expression, pacing and tone to which party disconnects first.

9. The Art of Satisfying Customers

Concentrates on proper care of the customer, building on repeat business and feeling good about the job.

10. Service Recovery

Takes a situation where the customer is unhappy and turns it into a positive, loyalty establishing experience. Encompasses problem solving skills, acknowledgment of fault, and the action necessary to redeem the customer's satisfaction.

11. Empowerment

Focuses on the employee being empowered to rectify a negative customer service experience by placing the needs of the customer as their primary concern. Clarifies responding to customer needs for customer satisfaction, acting within the boundaries of authority, and bending or breaking the rules, when necessary.

12. Total Quality Service

Prescribes the techniques for internally managing the process of exceptional customer service and controlling customer service outcomes. Provides motivation for the employee to continually improve their service skills.

The Video Library Is An Ideal Tool For:

- Training your entire workforce.
- New Employee Training
- Small Group Workshops
- Self and Home Study
- Sales Staff Meetings
- Motivational Sessions
- Breakfast Meetings
- Seminars and Conventions
- Reinforcement for Previous Programs.