



## DESPERATELY SEEKING SERVICE GETTING YOUR ORGANIZATION TO LOOK BEYOND SATISFACTION

PROGRAM LENGTH: 1.25 – 1.5 hrs

### PROGRAM DESCRIPTION

In this program, Greg will take you through a series of funny and thought provoking real world service experiences, and looks at them through the eyes of the customer. Along the way, you'll be challenged to look at the external and internal customer experience you're providing, and learn why "satisfaction" is yesterday's goal.

### PROGRAM OUTLINE

- I      **DESPERATELY SEEKING SERVICE**
  - Today's service environment
  - Seeing the world through the eyes of your internal and external Customer
  - The "Subtle" message
  
- II     **WHY LOYAL CUSTOMERS DEFECT**
  - Interactive group exercise
  - Facilitated discussion of the most common reasons that customers "defect" to other service providers
  - Embracing the concept of "Process Mastery"
  
- III    **WHY SATISFACTION IS YESTERDAY'S GOAL**
  - Giving license to mediocrity
  
- IV    **FRANK THE CAB DRIVER**
  - 10 important lessons from an unlikely source