

S.W.A.P. Coach – Service With A Purpose for Supervisors

Customer Service Program for Supervisors And Executives

SUCCESS IS NOT MEASURED BY THE MONEY EARNED BUT BY THE SERVICE RENDERED.

- Roy L Smith

Customer service initiatives are never complete if they are not reinforced with an internal support system of people that stem from the top of the organization. A service-oriented organization can only lead when it adapts quickly to the changing demands of customers. Hence, today's organization must focus on developing internal change agents who walk and talk the service language. These people must become role models to effectively maintain service orientation and continuously develop others to serve.

Program Description



S.W.A.P. Coach is all about developing supervisors and executives to become service driven role models responsible for guiding and coaching their subordinates in providing excellent service. Participants will be trained on creating a solid support system for service delivery, coach and counsel subordinates, identify areas for process and service improvement, delegate and empower staff, manage subordinate emotions, morale and development and most importantly how to walk the service talk in their departments based on their organizational goals and objectives.

Targeted Competency	Program Objectives
Customer Service Orientation	<ul style="list-style-type: none">Express the concept and value of quality service in their organization.Define their individual roles and responsibilities as Service Role Models to their subordinates.Identify right opportunities and techniques to coach and counsel personnel for better performance.Identify 'Hot Spots' in the service cycle for improvement.Understand how to delegate and empower subordinates.Monitor personnel performance according to service guidelines.Identify methods within their control to support frontline service recovery initiatives.Learn to capture and act on feedback given by staff and customers.Take ownership of their team's performance and development.Understand the mechanics of staff morale and motivation.
Self Confidence	
Information Seeking	
Impact and Influence	
Interpersonal Understanding	
Relationship Building	
Developing Others	
Creative Thinking	

Duration 2 Days (In Malay or English)

Designed For Supervisors and executives who want to become service driven role models to their team and subordinates.

Participants A maximum of 25 participants only.

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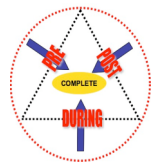
Content

S.W.A.P. Coach includes the following:

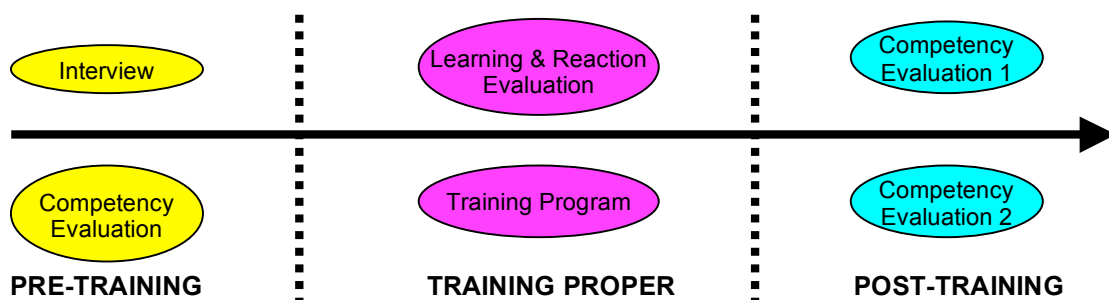
- The Right Attitude for the Service Personnel
- Identifying the Roles and Responsibilities of a Service Supervisor at every juncture of the service cycle.
- The Service Supervisor as the Service Coach
- Four Secrets of Boosting Loyalty and Capturing Market Share
- Changing the Current Service Mentality
- Optimizing the Moments of Truth from the Customer's Point of View
- Supporting The Frontline
- Service Recovery - Using Complaints to WOW! your Customer
- Managing our Emotions with Difficult and Different Types of Customers
- Creating Mechanisms for Customer Retention
- Guiding subordinates and boosting morale

Methodology

The program involves short interactive lectures coupled with a series of indoor activities, role plays on coaching and counseling techniques, brainstorming sessions on the process and service improvement based on their actual work scenario followed by group presentations. Participants will also go through practical work simulations and subsequent group discussions and presentations to accelerate learning and competency development. The complete training process is described in the diagram below:



The COMPLETE Training Process*



**A full description of the COMPLETE Training Process and other inquiries about this program will be made available upon request.*