



# Extraordinary Service

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# Icons



Trainer Input



Individual Exercise



Paired or Smaller Group Exercise



Group Exercise



Timings



Flip Chart



PowerPoint Slide



Handout



Discuss & Do



Music



## Key Messages

The level of service we deliver matters to our customers.

If our customers are happy they will return to us time and time again. We get to deal with happy customers, they buy more and that strengthens our business.

We have a choice of the level of service we give our customers.

What we say and how we say it impacts on the people who buy from us.

Do we provide an ordinary or extraordinary customer experience?

What can each of us do to improve the experience of the customer?

Extraordinary should become ordinary as organisations develop their customer experience. It's good to check and benchmark where you are now.

Bad customer service can be publicised quickly and to a large number of people through social media. Good experiences can be shared as well.

## Suitable for:

All skill levels and experience of delivering training including:

**Managers / Team leaders** to run in team meetings to focus team members on customer service skills and behaviours.

**Induction Training** – these modules are designed to work flexibly. You can include them in your induction or orientation training to focus new starters on the importance of customer service.

**Internal Training Sessions** – short sharp sessions which can be run as required to develop key customer facing skills within your business.

# Trainer's Guide

What's included in the Trainer's Guide?

1. High level session plan in table format which helps you understand:
  - the course timings
  - what you are aiming to achieve in the session and
  - how to go about it
2. Detailed trainer's guide which explains how to run the training session.
3. Advanced options for more experienced facilitators.

You will also find in your In Tune Pack:

- **PowerPoint Slide Pack**; great as it is, but you can also customise to your organisation. Sessions can be delivered without using PowerPoint if you don't have the facilities, or prefer not to use them
- **Workbook**; all the PowerPoint slides in this handy workbook. Ample space for participants to make notes as a useful reminder of their session
- **Handouts**; additional supporting handouts of key messages and exercises.

## Running your In Tune session

The **In Tune** programme is a series of modules which aim to help participants **tune in to** the needs of each other, their customers and the business as a whole.

They are designed to inspire, motivate and educate individuals, team members and employees to think about their behaviour and the impact they have on those around them.

**In Tune** has been designed to reduce the cost of training, cut development time and add value to your organisation. You can run each session alone or link sessions together to make a programme of activity.

**In Tune** Modules are designed so that line managers or trainers can run short but effective training sessions; keeping costs and disruption to the working day to a minimum.

Designed to be delivered in **one hour**, there is also the flexibility to extend the sessions and look at each of the content areas in more depth.

The comprehensive pack means that managers can use them in their team meetings to keep key customer service messages alive.



There's a focus on putting things into practice and you will see the "Discuss and Do" icon as a reminder to everyone that they need to commit to action as a result of the session.

### How to get the most from this guide

#### Experienced Trainers

You'll find a session plan which summarises each stage of the session at high level – it's designed to be a "see at a glance" guide to running the session for more experienced trainers, or bigger picture thinkers.

#### New to Training?

You'll find a step by step guide which is useful to read through if you are new to this type of training.

## Delivering Good Training

We believe good training is

- **Participative** - so we're encouraging you to ask questions, and get people involved in the session ( it's more useful for them, and it takes the pressure off you )
- **Real** - the more you are able to relate the content to the participants the more interest you'll generate. Don't worry about remembering the content word for word, focus on promoting a discussion which is relevant to your people and your organisation. Keep it Real
- **Action focused** - people have to do something with their learning to benefit from the training, so there is a focus on "Discuss and Do" within the sessions. You can reinforce this with phrases such as "say it and do it" or "make a promise, keep a promise"

As the trainer running the session it's important that you flex the material to make it relevant to the people you are working with, so this is put together as a guide not a script.

## Types of exercises you'll find in In Tune



### Individual exercise

Helps involve each participant, and gets them to think something through for themselves. Working alone provides time for thinking and reflection which we don't always have time for in our everyday activity.



### Paired exercise

A low risk way of getting people to participate, and share their ideas – some people hate speaking in front of a group and this is a good way to get their involvement especially early on in a training session. Choose the pairs carefully to help ensure everyone's involvement, stretch participants or manage louder or more disruptive members of the group.



### Group exercise

The larger the group of people taking part in an exercise the greater the risk that someone will feel excluded or may hide in the group. Check to make sure that everyone is involved, and encourage quieter members to give their input.



### Flipchart

Get the group to make suggestions and capture them on a flipchart. This is a great way of encouraging participation.

If you have a capable, confident team encourage one of them to do the writing, that way you can concentrate on what is being said and by whom.

The flipcharts can then become posters that you can take back into the workplace (if it's not on public view) as a reminder of the training session.

While a PowerPoint slide pack is included, you can run the whole session by just using a flipchart if you choose to.



## Tips for timing



The timings for each component of the session are shown in the left hand column of the Session Plan.

The timings have been thoroughly tested by new and experienced trainers. Part of your role is to ensure that you achieve all your **outcomes** within the session.

Sessions are participative and interactive. They have been designed for 6 – 8 people, but can be run with smaller or larger numbers. Please bear in mind that larger groups may have more discussion, or take more time to feedback from exercises so the 60 minute session may need to be extended.

It's useful to run through the session plan and check the timings for each part of the session. That way you can flex the session to meet the needs of the group you are working with.

You may for example choose to run the timings as is, or you may choose to run over two sessions, splitting out some of the exercises for pairs to work on between meetings.

Here are some tips for keeping to time:

### Give very clear instructions

If you aren't clear in your instructions, or people start an activity without listening properly you will either have to repeat your instructions, or intervene in an exercise; which takes time.

Remember that if people are confused then energy levels drop, so clear instructions keeps people interested and energised throughout the session.

### Include the time allotted

If you are allocating 10 minutes for a discussion, state clearly that the discussion will last 10 minutes. Keep your eye on the time and let them know when they have 2 minutes left.

### Managing a useful conversation

If you are working with a group and the conversation is useful to them, but is taking you away from your timetable, make a decision as to whether to allow the conversation to continue or ask the group what they would like to do.

It can be more important to have a useful conversation than stick to your timetable, this is one of the judgments you have to make. You want to avoid your session being hi-jacked by unproductive conversations.



## Managing a conversation that is going off- topic

If the conversation is going off topic and is not useful, e.g. participants are complaining about something which is not related to the session or the conversation is becoming counter-productive, then intervene by gently nudging them in the right direction.

Take a time out, point out that you are not sure that this is a good use of their collective time (a 10 minute moan between 6 people is a 60 minute moan!).

Make an observation that they are going off course but route them back to where you want them to go

- Steer them back on topic  
"We need to focus on....."
- Point out that they have gone off topic  
"I think we've strayed from the point of this exercise"  
"I'm not sure that we have time for this"  
"I'm not sure that this is a good use of our time"
- Ask the group as a whole whether the conversation is useful

## Go through the timings in your head

Do they make sense? Do they feel right to you given the group you will be working with? Do they have the right balance for the issues that you would like to address in the training?

Run through a session plan before hand and make sure there is enough time allocated to each exercise, discussion or activity for the people you will be working with.

What are the critical pieces of the session you cannot leave out? For example, action planning; the call to action at the end of a session or a course, or could you ask everyone to email you their action plan after the session?

## Session Plan

This shows in table form

- The likely timings of each part of the session
- The PowerPoint slide you will need to refer to
- The key messages or learning points for each part of the session
- What you will need to do at a high level i.e. a flipchart exercise, an input, a facilitation, paired or small group exercise, group exercise, individual exercise

## Note for the trainer

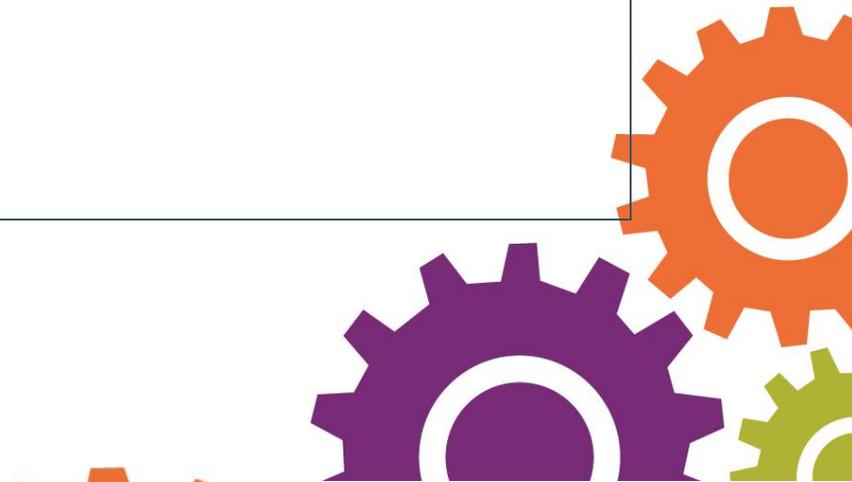
The terms Customer Service and Customer Experience are often used interchangeably.

Customer Service is the assistance and advice provided by a company to those people who buy or use its products or services.

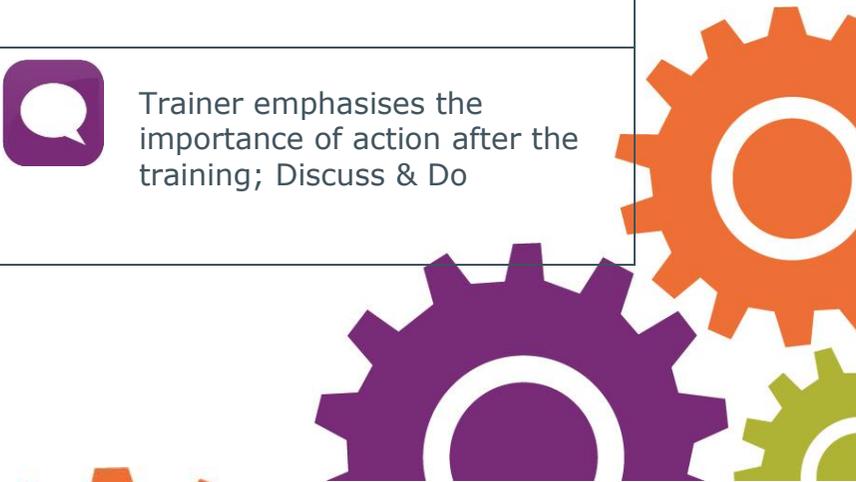
Customer Experience is the sum of all the contact a customer has with your organisation, from your website to your customer services team.

Customer Service	Customer Experience
The service delivered during contact or transaction with a company	The total of all the contacts or transactions with a company
What the company does	What the customer thinks or feels
An event	A feeling
Transactional and quantifiable	Subjective – based on experience

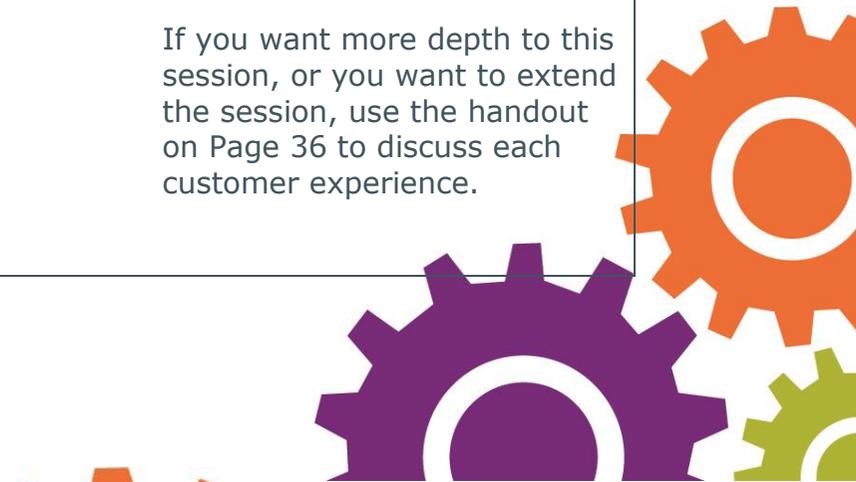
Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
	 In Tune With PowerPoint Presentation	 <b>Music – Reach for the hero inside of you, M people.</b> Subject to the necessary licences.   <b>Handouts</b> – you may wish to laminate these – pages 36 - 38  PowerPoint pack of bad, ordinary and <b>extra</b> ordinary cards. Before the training decide which cards you will use.   <b>Flipcharts and pens that work</b>  Blu tack for posters / flipcharts  Projector and computer for PowerPoint Presentation (speakers if playing music).	
Set Up	 In Tune With PowerPoint Presentation	 Test PowerPoint presentation.   Play the music as the participants enter the room (if using)	



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.00-0.03	 <p>Why are we here?</p> <p>To consider...</p> <p>What can we each do?</p> <p>The level of service matters to customers</p>	<p><b>Welcome &amp; get people to focus on the session</b></p> <p>To be clear on the purpose of the session &amp; demonstrate to participants it will be of benefit to them.</p> <p><b>Purpose of this session</b></p> <ul style="list-style-type: none"> <li>To consider the service we give to customers</li> <li>To think what it's like to be a customer of ours ( this links well to the messages of in Tune with the Customer's World )</li> <li>To consider the difference between ordinary and extraordinary service and the part that we can play in that.</li> </ul>	 <p>Welcome</p> <p>Trainer gives short positive introduction.</p> <p>This session focuses on the service we deliver to customers and how good their experience is, and what action we can take to improve things</p>
0.03-0.05	 <p>Discuss &amp; Do</p>	<p><b>Discuss &amp; Do</b></p> <p>During the training we will discuss lots of points, but it is what we do with that information afterwards that is important.</p>	 <p>Trainer emphasises the importance of action after the training; Discuss &amp; Do</p>



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.05 – 0.30	 <p>Bad v Ordinary &amp; Extraordinary Service</p>	<p><b>Bad Customer Service v Ordinary &amp; Extraordinary Customer Service</b></p> <ul style="list-style-type: none"> <li>• To explore the difference between bad, ordinary and <b>extra</b>ordinary service</li> <li>• To help participants see which behaviours make the difference to a customer</li> <li>• To make the point that “extraordinary” customer service can give a real competitive edge</li> </ul> <p><b>Trainer Tip: This exercise will cause debate about the difference between levels of service. Some people will think bad service is OK, and others will think that extraordinary service is not good enough.</b></p>	 <p><b>Card Sort Exercise</b></p> <p>Put the cards labelled Bad Customer Service, Ordinary Customer Service and Extraordinary Customer Service on a desk or on the floor.</p> <p>Give cards to each team member and ask them to decide which category they belong to, and to explain why.</p> <p>This will prompt debate and discussion which is what you want. This exercise is about calibrating your teams views of bad, ordinary and extraordinary customer service</p> <p>If you want more depth to this session, or you want to extend the session, use the handout on Page 36 to discuss each customer experience.</p>



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.30 - 0.33	<p> 80% - 8% slide</p> <p> 12 positive experiences</p> <p> 70% of buying experiences</p> <p> What behaviours.....</p>	<p>To help participants see the importance of the customers experience to both the customer and the organisation</p> <p>To start to link the theory to practical ways each participant can sign up to <b>extra</b>ordinary customer service</p>	<p> Input that 80% of companies believe they deliver superior customer service – their customers don't agree</p> <p>It takes 12 positive customer experiences to make up for one negative one</p> <p>70% of buying experiences are based on how customers feel they are being treated.</p> <p>Therefore, "What behaviours make the difference to our customers?"</p> <p>As customers, we remember bad customer service.</p> <p>There are more negative customer experiences out there than there are positive ones</p> <p> An 'Extraordinary' and consistent customer experience can give a real competitive edge</p>



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.33 - 0.37	<p> What's the difference between ordinary and <b>extra</b>ordinary service?</p> <p> Definitions</p> <p> EXTRA</p>	<ul style="list-style-type: none"> <li>• To understand the difference between ordinary and extraordinary customer service e.g.</li> <li>• Ordinary – normal, standard, mediocre</li> <li>• Extraordinary – going the extra mile, exceeding customers' expectations, going above and beyond, the gold standard, consistent, makes people feel special and valued</li> <li>• Introduce EXTRA</li> </ul>	<p> What's the difference between ordinary and extraordinary customer service?</p> <p> Use the slide to summarise the definitions</p> <p>Introduce EXTRA as a way of giving extraordinary service, and introducing the behaviours that make a difference to customers</p> <p>E – Empathy &amp; Etiquette  X – eXplanation – helpful, accurate, in the customer's world  T- Tone of voice ( what you say and how you say it )  R – Responsibility – taking ownership of the customer's experience  A – Action, helping a customer in the best way possible</p>



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.37 – 0.50	 <p>How can we apply this?</p>	<p>This exercise will enable participants to focus on what they can do as individuals to go that extra mile and provide extraordinary customer service</p> <p><b>Trainer tip: get individuals to focus on things they can do personally rather than what another person / team / department could do</b></p>	 <p>Split the group into pairs.</p> <p>Give them a sheet of flipchart paper or the handout on page 37 for them to consider their answers.</p> <p>In your area / department what is <b>ordinary</b>?</p> <p>And what could you do personally that would give <b>extraordinary</b> service?</p> <p>Summarise with: Positive things will bring about more positive things. If you are actively looking for opportunities to do something special, it will make a real difference to you and your customers. Be nice and people are nice back.</p>



Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
0.50 - 0.59	 <p>Action Plan</p>	<p><b>Action Plan</b></p> <p>What action will you take from this session?</p> <p>What will you do to be extraordinary when dealing with customers?</p> <p>How do you think this will help you, your customers, and your organisation?</p> <p><b>Commitment to Action</b></p>	 <p><b>Individual activity</b>, where each participant commits to an action plan ( page 38 ) that helps develop good habits that deliver extraordinary customer service.</p> <p>Ask the group what they have learnt and how they might apply this in their day to day job roles</p> <p>Participants turn to a partner and discuss. If you have time, each person talks through their actions to the group.</p>
0.59 – 1.00		 <p>Play Music as they are leaving.</p>	<p><b>Trainer:</b> Consider asking each person to email their action plan to their line manager.</p>



## Detailed notes

### You will need

**Music** (optional) **Reach for the hero inside of you, M people.**

Subject to the appropriate **Licences** necessary to play music to a group of people in your country.

### Handouts

Print ( and laminate ) the PowerPoint pack that was included in the original download pack. The file is called Card Sort Exercise Bad, Ordinary and Extraordinary. You will notice that each card has a code on it. This is a reference to help you, as the trainer, know immediately, whether we think the card is bad, ordinary or extraordinary customer service.

The middle digit in all the codes refer to the type of customer service

9 – bad customer service

5 – ordinary customer service

7 – extraordinary customer service

Example code number

34 – 7 - 64

The highlighted numbers show you the card number in the sequence. This means that you will have examples of bad, ordinary and extraordinary service for the same scenario.

We've also given you some blank cards so that you can write your own examples that are more relevant to your participants.

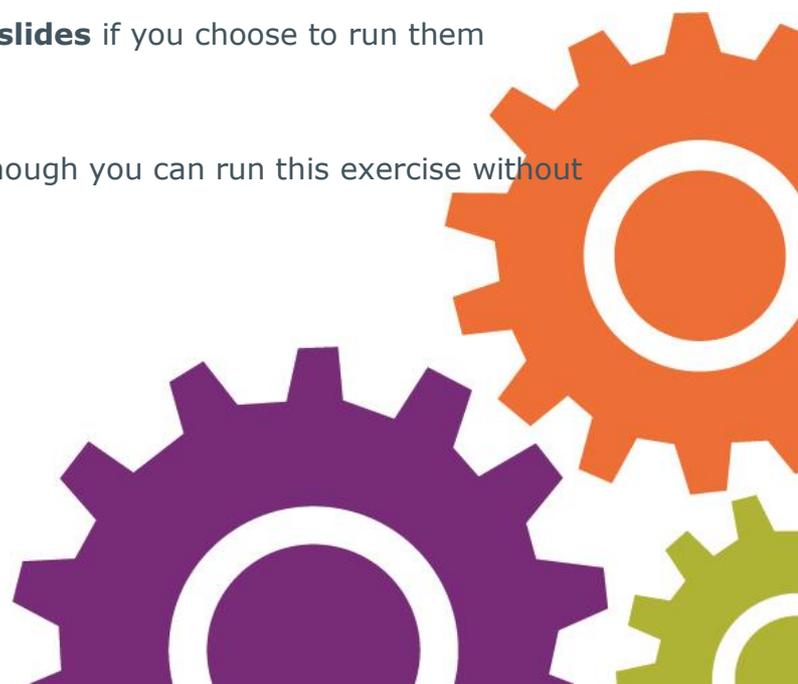
**Handouts** on Pages 36 - 37

**Action Plan** Page 38

**Computer, projector** and **PowerPoint slides** if you choose to run them

**Blu Tack** for posters / flipcharts

**Flipchart paper** and **flipchart pens** although you can run this exercise without a flipchart.



## Preparation:

Before you run the session think through the number of groups / pairs you will split down into for the exercises. It can be useful to think through the pairings. Will you for example put a more experienced person with a less experienced person? Will you put someone strong and positive with someone who is more negative to help balance their views?

Having an idea of who you will put together will help the session run to time.

## Set Up

If you are using the PowerPoint presentation to help guide this session, set up the projector and check that the picture is clear and in focus.

Check you have everything you will need. You will need to have printed the bad, ordinary and extraordinary service PowerPoint pack for the card sort exercise.

Play the music as the participants enter the room.

**You must have the necessary licences and permissions to play music in public according to the country you are based in.**

For In Tune with Being Extraordinary we suggest

**Reach for the hero inside of you**

**M people.**



## Why are we here?

 inTune with extraordinary service

....to consider the service we give  
customers

What's it like to be a customer  
of ours?

 inTune with extraordinary service

What can we each do to help our  
customers experience **extra**ordinary  
service?

 inTune with extraordinary service

## Session **Welcome**



3 minutes

### **Objective** **Welcome & get people to focus on the session**

To be clear on the purpose of the session & demonstrate to participants it will be of benefit to them.

#### **Purpose of this session**

To consider the difference between ordinary and extraordinary service and the part that we can play in that.

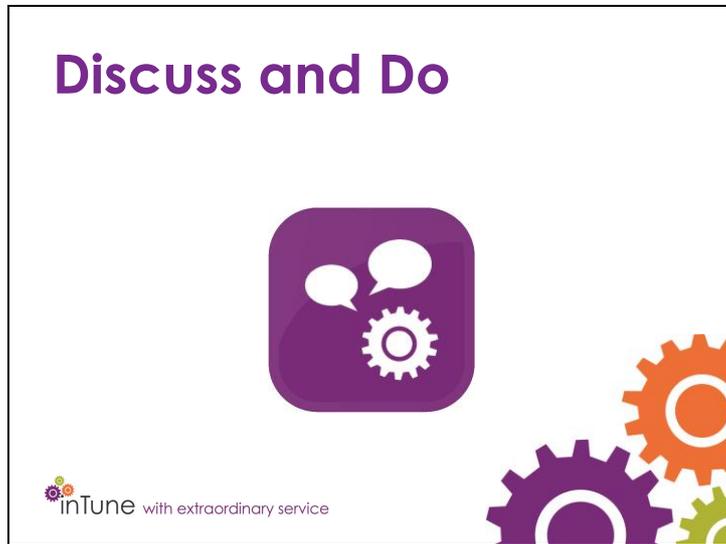
### **Training Activity**



Trainer gives a short positive introduction to participants welcoming them and explaining the purpose of the session.

This session focuses on the service we deliver to customers and how good their experience of doing business with us is, and what action we can take to improve things.

- The level of service we deliver matters to our customers
- If our customers are happy they will return to us time and time again
- We have a choice of the level of service we give our customers
- Do we provide an ordinary or extraordinary customer experience?



**Session**      **Discuss & Do**



2 minutes ( 3 minutes to 5 minutes )

**Objective**      To help participants see the importance of action following the training session.

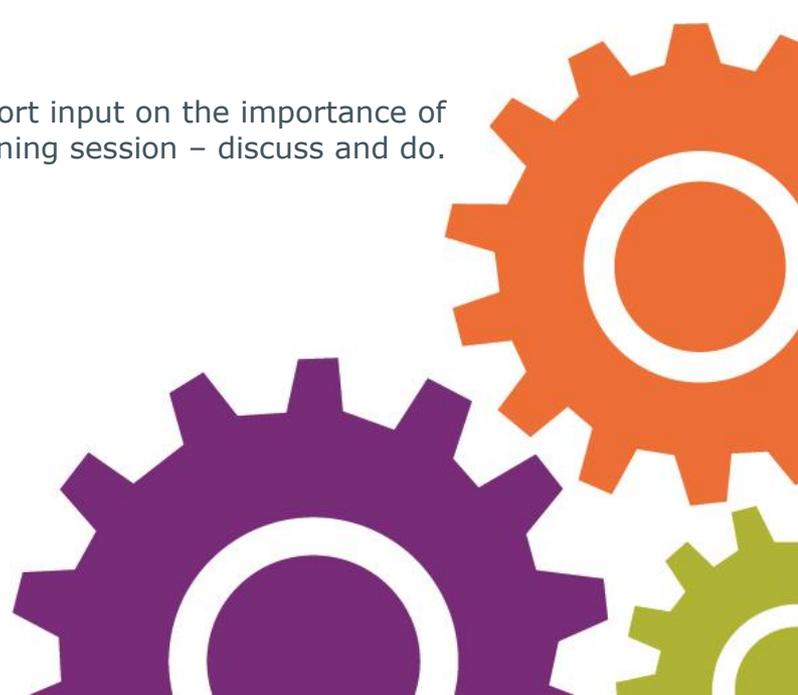
During the training we will discuss lots of points, but it is what we do afterwards that is important.

It is the action we will all take that will make a difference to us, our customers and our organisation.

**Training Activity**



Trainer to give a short input on the importance of action after the training session – discuss and do.





## Session      Bad, Ordinary & Extraordinary Customer Service



25 minutes ( 5 – 30 minutes )

- Objectives**
- To explore different customer experiences – bad, ordinary & **extraordinary**
  - To help participants see which behaviours make the difference to the customer
  - To show that there are more negative customer experiences out there than positive ones
  - To make the point that 'Extraordinary' customer service can give a real competitive edge

**Trainer Tip: This exercise will cause debate about the difference between levels of service. Some people will think bad service is OK, and others will think extraordinary service is not good enough. Part of the purpose of this exercise is to calibrate your teams views about customer service.**

## Training Activity



### Card Sort Exercise

Put the cards labelled Bad Customer Service, Ordinary Customer Service and Extraordinary Customer Service on a desk or on the floor.

Give cards to each team member and ask them to decide which category they belong to, and to explain why.

Our guide to this exercise which explains each scenario is on Page 35.

This exercise is about calibrating your teams views of bad, ordinary and extraordinary customer service

For example

Bad – waited a long time to be served, rude staff, didn't care, personnel not seeing things from the customer's perspective (this links with "in Tune with the customer's world")

Ordinary – helpful, delivered something to an average and acceptable standard

Extraordinary – Showed empathy, took control of the situation and offered a positive solution by explanation, and an intent to achieve a clear resolution. Made the customer feel valued and listened to

If you want more depth to this session, or you want to extend the session, use the handout on Page 36 to discuss each customer experience.

- 80% of companies believe they deliver superior customer experience, only 8% of their customers agree

(Bain & Co)

 inTune with extraordinary service

- It takes 12 positive customer experiences to make up for one negative one

(Parature)

 inTune with extraordinary service

- 70% of buying experiences are based on how the customers feel they are being treated

(McKinsey)

 inTune with extraordinary service

## Session

## Importance of customer service



3 minutes ( 30 - 33 minutes )

## Training Activity



Input that 80% of companies believe they deliver superior customer service – their customers don't agree

It takes 12 positive customer experiences to make up for one negative one; what does that mean for your team?

70% of buying experiences are based on how customers feel they are being treated.

This links sales and service. We, therefore, need to think about the points on the next slide.

Therefore, think about “What behaviours make the difference to our customers?”

As customers, we remember bad customer service, more than we remember good.

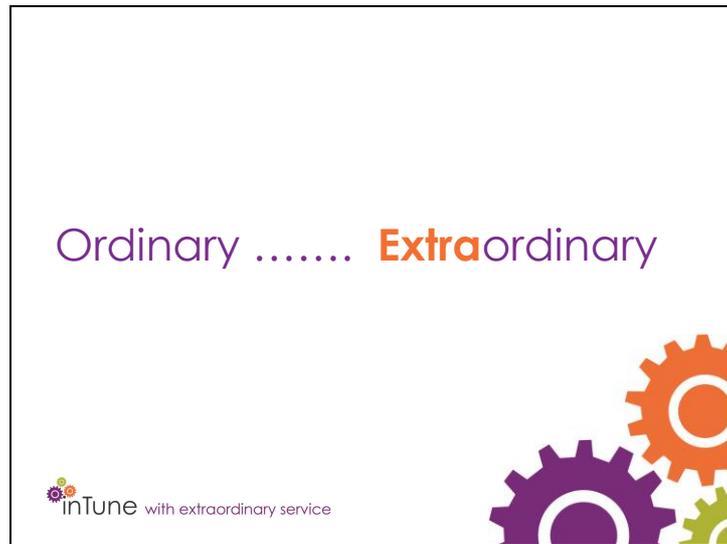
There are more negative customer experiences out there than there are positive ones.

An ‘Extraordinary’ and consistent customer experience can give a real competitive edge

Last point – a great customer experience is often a **consistent** experience.

- What behaviours make the difference to our customers?
- We often remember bad customer service more than we remember good
- There are more poor customer experiences out there than great ones
- A great customer experience can give a real competitive edge





## Session

### What's the difference between ordinary and extraordinary service?



4 minutes ( 33 – 37 minutes )

## Objectives

## Key Learning Points

- To understand the difference between ordinary and extraordinary customer service e.g.
- Ordinary – normal, standard, mediocre
- Extraordinary – going the extra mile, exceeding customers' expectations, going above and beyond, the gold standard, consistent, making someone feel special and valued
- Introduce EXTRA

## Training Activity



What's the difference between ordinary and **extra**ordinary customer service?

Use the slide to summarise the definitions

Ordinary	Extraordinary
Normal	Going the extra mile...
Standard	Above and beyond people's expectations
What you would expect	Kindness
	Making someone's day

 inTune with extraordinary service

## Training Activity



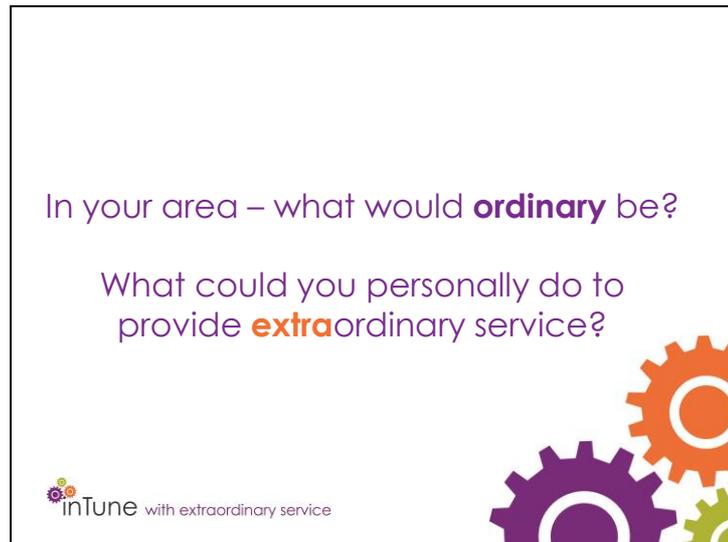
Introduce EXTRA as a way of giving extraordinary service

- E – Empathy & Etiquette
- X – eXplanation – helpful, accurate, in the customer's world
- T- Tone of voice ( what you say and how you say it )
- R – Responsibility – taking ownership of the customer's experience
- A – Action, helping a customer in the best way possible

## EXTRA

- **E**mpathy & Etiquette
- **E**Xplanation
  - helpful, accurate, informative and in the customer's world
- **T**one of voice
  - what you say and how you say it
- **R**esponsibility
  - taking ownership of the customer's experience
- **A**ction
  - helping a customer in the best possible way

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## Session



## Objective

## Training Activity

### How can we apply this?

12 minutes ( 37 – 50 minutes )

**This discussion will enable participants to focus on what they can do as individuals to go that extra mile and provide extraordinary customer service.**

Split the group into pairs.

Give them a sheet of flipchart paper or the handout on page 37 for them to consider their answers.

In your area / department what is **ordinary**?

And what could you do personally that would give **extraordinary** service?

**Trainer tip: get individuals to focus on things they can do personally rather than what another person / team / department could do**

### Summarise with:

Positive things bring about more positive things. If you are actively looking for opportunities to do something special it will make a real difference to your customers. Be nice, and people are nice back.

That makes everyone's working day nicer.



## Action Plan

What action will you take from this session?

What's the extra you will give?

How do you think this will help you,  
your customers and your  
organisation?

 iTune with extraordinary service

### Session

### How can we use what we've learnt?



**9 minutes ( 50 – 59 minutes )**

### Objective

To get everyone to commit to action that they will put into practice when they are working

### Training Activity

In order to introduce the Action Plan, refer back to "Discuss and Do", we are moving towards the "Do" part.

Participants will focus on their Action Plan to transfer their learning into the real world.

Ask participants to complete an action plan ( handout on page 38) which asks them to consider:

What will you do as a results of this session – what's the extra you will give? How will this help you, your customers, and your organisation?

Participants discuss their Action Plans with a partner;

OR

Participants make their commitment publicly to the group in a closing round

Play Music as they are leaving.

## Adapting the Course to YOU

These modules are generic and designed to be run quickly and easily. However, there are ideas to help you tailor the material so that it is more relevant to your organisation, your customers and your people.

### Advanced Options

This session can be given more depth by asking participants to consider why customer service is important.

Help them to see the link between their actions, the customer experience and how happy customers benefit them (happy customers are easier to deal with) and their organisation (a strong business that retains customers, means job security and financial security).

This can help people see the direct relationship with between their job role, their performance in that role and the success of the company. This can be very powerful for people – they can see the difference they make, and take a pride in what they do.

### Extraordinary service

Make this more real and relevant by asking the group to consider where they have been able to deliver extraordinary service within their role.

- How was this different?
- What difference did this make to the customer?
- How did the customer feel?
- How did you feel?

Get team members to spot examples of **extraordinary** service within their team. Recognise the person who gave that level of service in some way. This links to “in Tune with recognition.”

### Mystery Shopping

Ask participants to mystery shop some businesses in the local area, or phone companies that are your competitors.

What was the experience like?

Use the criteria that they decided was important for bad, ordinary, or extraordinary customer service, and measure the response they got.



So for example, if you all agree that friendly service is important in your business for your customers, and you telephone a competitor – how friendly was their service?

### More depth

Run this session over two or more meetings to really focus on **extraordinary** service. Concentrate on the specifics of their role (we are unable to be too specific because of the sheer variety of customers who buy In Tune) but here's a few ideas:-

#### Retail

- When something is returned because it is faulty
- When the price on the till isn't the same as the price on the tag

#### Theme Parks

- When it is raining
- When someone is unable to go on a ride because of height restrictions

#### Hotels or restaurants

- When something's not available on a menu
- When food isn't hot at the table
- When there is a long waiting time for food or for a table

#### Distributors

- When an item is not in stock
- When there is an invoice query

Use the blank cards that we've provided in the card sort exercise, to write your own examples of Extraordinary Service which are relevant for you. If appropriate pin these to a notice board, or hand out to participants as a reminder of the training session.



## Session Review

Review the session at a follow up meeting to:

- remind participants of the key messages – keeping them to the front of their mind
- discuss what is working for them and what they are struggling to put into practice
- revisit their collective action plan, celebrate their successes and encourage them to continue to put their learning into practice
- Share any examples of customer feedback – positive or negative. What does that mean for the team? What needs to happen differently? Was that customer's experience bad, ordinary or extraordinary? What can they do to make the customer experience more consistent for your customers?

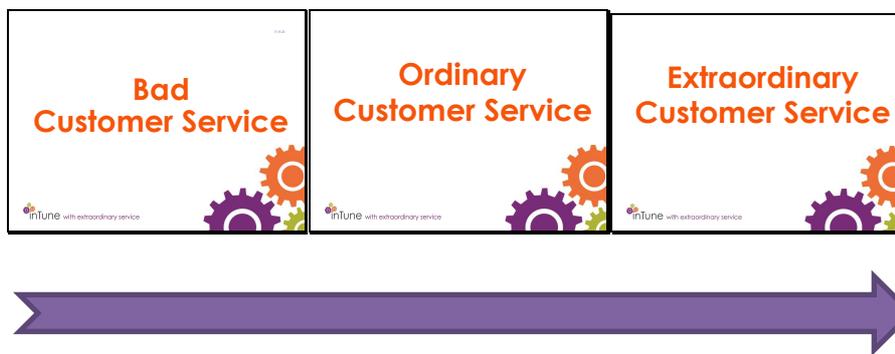


## Card Sort Exercise Explained

In the Card Sort Exercise Bad, Ordinary and Extraordinary, we suggest you print the PowerPoint slides and then laminate them.

Shuffle the pack, and distribute the cards to the group.

Use the cards that say Bad Customer Service, Ordinary Customer Service and Extraordinary Customer Service to create a continuum on the floor or on a desk.



Then ask each person to decide the level of service for the card they have. Is it bad, ordinary or extraordinary? Why?

Use this to calibrate the levels of service you want to give your customers. Some participants will think that bad service is OK, and some will think ordinary service is bad. Use this exercise to stimulate a discussion, about levels of service and what is possible for you team.



## Consider

- ⚙️ How would it **feel** to be a customer?
- ⚙️ Would you recommend this company?
- ⚙️ Would you use them again?
- ⚙️ Would you want to work for this company?
- ⚙️ Why? Why not?
- ⚙️ Would you tell other people about your experience?
- ⚙️ What impact would this behaviour have on their organisation?



# Ordinary v Extraordinary

Ordinary	Extraordinary
Normal	Going the extra mile
Standard	Above and beyond expectations
What you would expect	Kindness
Getting things right	Making someone's day
Polite	The gold standard
Efficient	Consistently helpful
Focused on your processes and procedures and your computer screen rather than the customer	Showing you care; making people feel special and valued
Transactional – the task rather than the person	Relationship focused – the person and the task
Volume	Understanding things from the customer's perspective & showing that you care
Following your processes	Working together with other areas of the organisation to help customers & eliminate complaints



# Action Plan



What action will you take from this session?

What's the extra you will give? What will you do to deliver an **extra**ordinary customer service when you speak with customers ( internal and external) ?

How do you think this will help you, your customers and your organisation?



## Ten staff training modules that you can deliver

<b>Being your best</b>	Being <b>In Tune</b> with your best is about striving for excellence in everything you do. Show your team how they can make a real difference to customers and colleagues and feel good about their own role.
<b>Understanding the bigger picture</b>	How to focus attention on the value of the work you do and the difference you and your team make to your organisation.
<b>Listening to understand</b>	Being listened to matters to the customer. Discover the art of listening and reap the benefits — getting things right first time and improving customer satisfaction.
<b>The customer's world</b>	Putting yourselves in your customers' shoes makes things run smoothly and transforms the customer relationship. Learn about key customer types, identify their needs and find out how to help them.
<b>Language and pace</b>	It's not what you say, it's the way that you say it. Find out how to build a better rapport with customers through language — especially if you deal with customers over the telephone.
<b>Being in tune with each other</b>	How effective is your team? Discover how to be <b>In Tune</b> with each other so that your team delivers better results.
<b>Choosing your attitude</b>	Help your staff to understand the choices they make around attitude. Being positive feels good and it has real customer service benefits.
<b>Motivation</b>	When we understand what motivates us and those around us we can become more influential. This module allows team leaders to discover what motivates their team
<b>Extraordinary Service</b>	This session will show your staff that they have a choice — they can be ordinary or they can go the extra mile. The difference in customer satisfaction is huge.
<b>Recognition</b>	Discover the power of feedback, positive strokes and recognition. This powerful team-building session allows participants to recognise their own strengths and the strengths of the team.

An **In Tune**® video is available to promote the core customer service message - connect, understand, help – in a powerful way.  
You can buy the video and other In Tune modules at:

[www.intelligentdialogue.com/training-materials](http://www.intelligentdialogue.com/training-materials)

For more **information**, call Intelligent Dialogue on +44 (0) 845 450 0988

or visit

[www.intelligentdialogue.com](http://www.intelligentdialogue.com)

