



EXECUTIVE SUMMARY

SERVICE ORIENTATION IS THE ABILITY TO IDENTIFY, ADDRESS AND SATISFY THE NEEDS OF YOUR CUSTOMERS. IT IS A LEARNABLE SKILL THAT ALLOWS YOU TO ESTABLISH AND MAINTAIN CREDITABLE AND STRONG LONG-LASTING CLIENT RELATIONSHIPS THAT ARE NECESSARY FOR INCREASING THE PRODUCTIVITY OF A BUSINESS.

LEARNING OUTCOMES

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- DELIVER EFFECTIVE AND RELIABLE CUSTOMER SERVICES VIA VARIOUS MEANS OF COMMUNICATION
- BUILD CUSTOMER LOYALTY THROUGH ASSURANCE AND EMPATHY
- BUILD TRUST AND RAPPORT THROUGH BODY LANGUAGE, VOICE, AND TANGIBLES
- ENSURE CUSTOMER SATISFACTION THROUGH POSITIVE TIMELY RESPONSIVENESS AND EMPATHY

SELF-MONITORING MECHANISM

PARTICIPANTS ARE GUIDED TO:

- *DEVELOP A MECHANISM TO MONITOR, DOCUMENT, ASSESS, AND REPORT THE RESULTS OF THE INTERVENTION IMPROVEMENT PLAN TO FURTHER IDENTIFY THE KNOWLEDGE, SKILLS, AND ATTITUDES (KSAS) THAT THEY NEED TO MASTER THE SERVICE ORIENTATION COMPETENCE*