



Overall Training Methodology & Design Concepts

Each Blazing Service Module uses a blended learning approach incorporating:

1. Adult Learning Theory (*Malcolm Knowles*)
2. Accelerated Learning Theory (*Harvard professor of education, Howard Gardner, PhD*)
3. Applied Learning Theory (*Multiple sources*)

Classroom – Learning in the classroom

- ◆ **Purpose** – Reason for the skills to be learned
- ◆ **Learning Goals** – Specific behavioral goals to be achieved as a result of this module
- ◆ **Behavior or Skills Model**– Basic behavior skills and/or best practices of successful customer service providers
- ◆ **Individual and Group Exercises** – Activities and exercises to share experiences and learn from each
- ◆ **Discussions** – **Group** dialogue to share experience and learn from each other
- ◆ **Case Study/Role Play** – Real-life application and feedback of behavior or skill model
- ◆ **Action Planning** – Identify actions for specific on-the-job situation

Approximate time length of each module: 2.0 to 2.5 hours

Post-Classroom E-Learning Tools

Each Blazing Service classroom training session is then supported by the following e-learning reinforcement and application tools:

- ◆ **Electronic Magazine** (e-zine): a quick read and review of key learning principles from the classroom
>> *to sustain the learning transfer*
- ◆ **Blazing Service At Work™**: A performance support tool utilizing an action planning application template
>> *to transfer, apply, and master the learning*
- ◆ **Blazing Coach™**: A testing and reinforcement tool, with a built-in Level II and Level III assessment
>> *to measure, evaluate, and extend the learning*
- ◆ **Blazing Service Administrator™**: Tracking and reporting tool used by your training administrator
>> *to manage and monitor the learning process (can be linked to your organization's LMS)*



Module 1: Blazing the Service Path

Purpose

To introduce you to Blazing Service and help you identify and cultivate the personal qualities and the practical elements that make a great Blazing Service provider

Learning Goals

- ◆ Identify your personal service style and quality
- ◆ Describe the blazing customer experience
- ◆ Avoid the smoldering customer experience

Style Model

Customer Service Style Assessment: RATE Yourself....

- ◆ R.....Relate
- ◆ A.....Act
- ◆ T.....Think
- ◆ E.....Encourage

Individual and Group Exercises

- ◆ Discussion of each of these customer service styles and their implications
- ◆ Putting RATE to work – Identifying your customer's RATE style
- ◆ RATE Dynamics – Discussion of customer RATE style dynamics through various scenarios

Discussions

- ◆ Elements of outstanding (Blazing) customer service – what it is and what it's not
- ◆ Elements of inferior (Smoldering) customer service and what to do about it

Experiential Exercise

Five Alarm Service: Play the role of a customer service representative at All Wet Inc. and uncover what worked and didn't – for you and for the customer in a series of escalating service issues.

Action Planning

Blazing Forward Matrix: Identify key your key strengths, challenges, and areas of skill development to improve your Blazing Service customer service skills

Approximate Time Length of Module: 2.0 hours



Module 2: Thinking Like Your Customer

Purpose

To help you develop and maintain customer loyalty to your organization

Learning Goals

- ◆ Internalize your organization's customer service markers
- ◆ Manage the customer's expectations and experience
- ◆ Engage customer loyalty with blazing service

Lecture/Presentation: Your organization's customer service philosophy, practices and standards

Key Model

- ◆ The Blazing Service Matrix:: High vs. low customer expectations; Met vs. unmet expectations

Individual and Group Exercises

- ◆ Discussion on the importance of meeting – and exceeding – customer expectations
- ◆ Critical factors that impact customer loyalty
- ◆ Internal vs. external customers

Discussion

- ◆ Understanding customer expectations and how they are formed

Action Planning

What is your personal Blazing Service philosophy and commitment?

Approximate Time Length of Module: 2.0 hours



Module 3: Winning Customer Hearts and Minds

Purpose

To develop your ability to empathize with customers and see their wants and needs through their eyes

Learning Goals

- ◆ Provide appropriate empathy to customers
- ◆ Recognize customer types and needs
- ◆ Apply the seven behaviors that engage customers

Behavior Model

Four-Step "HEAR Them Out" Model

- ◆ H.....Hear
- ◆ E.....Engage
- ◆ A.....Ask
- ◆ R.....Respond

Individual and Group Exercises

- ◆ Smolder signs
- ◆ Listening Skills: **HEAR** them out in **STYLES**

Role Play/Practice

- ◆ Pairs practice each step of the HEAR model in an on-the-job scenario

Discussions

- ◆ Customer stories: "Keeping Empathy in Mind"
- ◆ PQI (Personal Quality Improvement): Are you fully engaged with your customers? Key questions to ask yourself

Action Planning

Practice *Empathy in Action*

Approximate Time Length of Module: 2.0 hours



Module 4: Solving Customer Problems

Purpose

To develop the skills to “own” customer problems and resolve customer issues

Learning Goals

- ◆ “Own” the problem and the solution
- ◆ Apply a 5-step model to resolve customer issues
- ◆ Give options to engage customer satisfaction

Behavior Model

Resolving customer issues: Six-step model:

1. Listen with full attention
2. Clarify and acknowledge the issue
3. Take ownership
4. Present options and solutions
5. Allow the customer to choose
6. Agree on action steps

Individual and Group Exercises

- ◆ “Who owns it?” An experiential exercise in which participants discover firsthand the dynamics of customer service when no one satisfies the customer’s expectations
- ◆ Customer disownment – What you “say” and What they “hear”
- ◆ Customer service: The myth and more constructive truths

Discussions

- ◆ The power (and problem) of choice

Practice

Resolving customer services issues: Preparation and skills practice in trios, using the Six-Step model

Action Planning

What techniques will you begin using to develop your ability to resolve customer issues?

Approximate Time Length of Module: 2.0 hours



Module 5: Handling the Heat

Purpose

Defusing eruptions—angry customers—and transforming the Smoldering Service Experience into the Blazing Service Experience

Learning Goals

- ◆ Defuse customer anger
- ◆ Manage your emotions in the face of unreasonable demands
- ◆ Transform heated emotions to resolved problems

Behavior or Skill Model

- ◆ The Customer Hot Button Cycle: Hot buttons and how emotions escalate
- ◆ The Resolution Cycle: The Three D's: Detach, Defuse, Deliver

Individual and Group Exercise

- ◆ Identifying and fulfilling unmet customer needs

Role Play/Practice

- ◆ Practice the resolution cycle in pairs

Discussions

- ◆ What is your hot button? Customer hot buttons and basic personal needs

Action Planning

Your Blazing Service Commitment: How will you handle the next time your hottest hot button is pushed?

Approximate Time Length of Module: 2.0 hours



Module 6: Fixing the Systems

Purpose

To help you communicate concerns constructively and recommend system improvements effectively

Learning Goals

- ◆ Identify system issues that require attention
- ◆ Communicate issues without blame or judgment
- ◆ Recommend service enhancements

Behavior or Skill Model

Five-step model for recommending service improvements

- ◆ State your purpose
- ◆ Identify the issue
- ◆ Describe the impact on the customer
- ◆ Recommend a solution (if needed)
- ◆ Agree on next steps

Individual and Group Exercises

- ◆ System breakdowns – Identifying system breakdowns that lead to smoldering service
- ◆ What can go wrong WILL go wrong: mapping a customer service chain and identifying where the system breakdowns occur

Discussions

- ◆ Problem-solving without finger-pointing or judging
- ◆ Quantitative vs. qualitative feedback
- ◆ Customer service data collection tools

Practice

- ◆ Preparation and skills practice on recommending systems improvements, applying the five-step model, in trios

Action Planning

What techniques will you begin to use to improve your ability to improve customer issues successfully?

Approximate Time Length of Module: 2.5 hours