



## Purpose of the Curriculum

Customers are looking for engaging experiences. Extraordinary experiences are possible when a strong connection is created between a brand, a service or a product. In the end, no matter how spectacular a product is – the authentic connection comes down to the personal experiences delivered everyday by the Service Heroes of the brand or the business.

CXM CMX is a unique hospitality training program for young adults entering the service industry. The Power of Service uses comics, “Service Hero” characters and activities to communicate and teach basic service skills and behaviors.

The overall purpose of the curriculum is to impart the basic service skills and behaviors represented by the CXM CMX Service Model: Solution X and to help each participant learn how to harness their inner powers to become a Service Hero.

## Curriculum Concept and Scope

The concept of a “Service Hero” is a metaphor representing the persona that many people exhibit when demonstrating service skills that seem extraordinarily powerful. Just as many fictional super heroes have a mild mannered side – so do many service providers.

The objective is to gain confidence, tune into these extraordinary powers and learn how to harness them for maximum impact. (A process, most fictional super heroes must also accomplish.)

The curriculum explores Solution X (for eXperience); the seven basic skills and behaviors used to develop unique and memorable solutions when providing customer service. Solution X is as variable as each customer or service situation.



The Power of Service participants learn how to become Service Heroes; to develop new skills or refine existing skills; and to enhance their capabilities to deliver consistently memorable and satisfying service experiences using Solution X:

### Skills to Engage Customers:

- Personality
- Anticipation
- Teamwork
- Knowledge

### While providing service:

- In-person
- Over the telephone
- In-writing

## Audience Description

This training is designed for young adults entering the service industry. Although the concepts in the curriculum are extremely universal and beneficial to all types of service workers, more sophisticated and experienced individuals may find the comics and stories less engaging. People who have one or two years of experience – but have not participated in formalized service training will also benefit from this training.



## Learning Assessment

The curriculum includes both practice and assessment exercises.

## Classroom Media

The following media and supplies are used to conduct this training:

- PowerPoint and projector
- Flip charts for team activities
- Handouts and worksheets

## Instructional Strategies

A variety of instructional strategies are used based on proven theories of adult learning and instructional design, including:

- Cumulative learning – lessons build upon one another (using and referring to skills and knowledge developed progressively through each lesson)
- Incorporation of the participants' experience and building upon what they know to make them more confident in their abilities
- Classroom competition as a way to engage participants and build enthusiasm
- Team exercises and reporting
- Role playing to practice skills

## Timing and Delivery

The curriculum is modularized and can easily be delivered over a series of meetings or in a single setting. The entire curriculum includes approximately 8 hours of training divided among seven lessons plus the introduction and conclusion. Due to the incorporation of morning, lunch and afternoon breaks, the overall program will be longer when completed in a single setting.

## Customization of Content

Certain aspects of the content may be customized to represent service situations specific to a business or industry.

## Ownership of Materials

The curriculum materials, characters and comics are owned and copyrighted by Nancy Peel, CXMCMX, LLC.



## Lesson Goals and Outlines

### Introduction

The goals of the Introduction are to set the stage for the day's activities and briefly touch upon the learning concepts covered in The Power of Service:

- A Service Hero / Power of Service
- Service Model: Solution X
- The X- Factor (when one or more of the core powers or skills is missing from an experience)
- Service DUDS (someone who **D**oesn't **U**nderstand the **D**elivery of **S**ervice)

### Discussion

DUDS are everywhere. Participants will be asked to relay a not-so-successful service experience in their past.

## Lesson One - Personality

You can train skills – but you must hire for personality. The goals of Lesson One are to:

- Motivate participants to use their personality and charm to create unforgettable experiences
- Understand the traits of a successful service personality
- Practice skills to demonstrate a charming personality

### Discussion

Have you ever used your personal charm to make a situation better?

Can you think of a time when you could have used your charm more effectively?

Related Article: Why Manners Matter

### Activities

- How to start a service conversation – Opening Lines with Personality
- Charm Vs. Harm Role Play
- Name the Emotion worksheet and discussion points
- Personality: The Power to Transform worksheet



## **Lesson Two - Anticipation**

Anticipation is about being ready and looking ready. The goals of Lesson Two are to:

- Motivate participants to take charge and be proactive using forward thinking to surprise and delight customers
- Understand the traits of anticipatory service
- Practice skills to demonstrate anticipation

### **Discussion**

Waiting for service can have devastating results. This discussion will center on the participants' good and bad experiences while waiting for service.

### **Activities**

- Practice – 2 Basic Rules
- Do you look ready? – brainstorm
- Are you ready? - brainstorm
- The Sense to be Aware –analyze service scenarios using the senses to anticipate
- Anticipation: The Power to Transform worksheet

## **Lesson Three – In-Person Communication**

There is great power in what you say and how well you listen to what others say. The goals of Lesson Three are to:

- Motivate participants to demonstrate empathy, care and listening skills
- Understand the traits of a successful dialogue
- Practice skills to demonstrate in-person communication

### **Discussion**

What is a dialogue?

### **Activities**

- Dialing Your Dialogue Down (exploring the effect of Privacy on conversations)
- The Switch is ON worksheet
- Dialogue Practice
- In-Person Communication: The Power to Transform worksheet



## Lesson Four – Teamwork

It has been said that teamwork divides the task and doubles the success. The goals of Lesson Four are to:

- Understand the traits of a successful teamwork
- Motivate participants to be supportive and proactively assist teammates
- Understand the Service Chain

### Discussion

Teams can elevate your performance or bring you down. Participants will relay stories of both situations.

Related Article: Works well with others?

Related Article: Respect goes a long way in the workplace

### Activities

- Service Chain – or Ball ‘n Chain worksheet
- Create a Service Chain worksheet
- Turn of a Phrase (Mutiny Vs. Unity phrases) worksheet
- Teamwork: The Power to Transform worksheet

## Lesson Five – Knowledge

Knowledge is power and makes every job easier to accomplish with confidence. Working smart means avoiding shortcuts and knowing when it's time to ask for help. The goals of Lesson Five are to:

- Understand the connection between knowledge and confidence and the ability to work independently
- Motivate participants to learn and demonstrate job skills and knowledge; to be driven to constantly increase their powers
- Understand what constitutes job knowledge

### Discussion

Knowledge is power. What does this mean?

### Activities

- The X Factor – when knowledge is the only power used what happens?
- Name Your Knowledge Brainstorm
- Share the Knowledge Worksheet
- Knowledge: The Power to Transform worksheet



## Lesson Six – Telephone Communication

Unlike In-Person communication, a caller cannot see how busy you are. Using the telephone, you must convey the same empathy and commitment to service learned through in-person communication. The goals of Lesson Six are to:

- Understand basic telephone courtesy skills and the delivery of service – sight unseen – using only your voice.
- Understand the importance the proper use and operation of phone equipment
- Understand the use of In-Person Communication Skills over the telephone

### Discussion

Service over the telephone can be a nightmare or a dream...do you have a story?

Related Article: There are rules to leaving a voice mail

### Activities

- And the Answer Is... worksheet
- Make the Call group exercise / worksheet

## Lesson Seven – Written Communication

Written communications (emails, text messages, letters, even social networking) can have a lasting effect – make sure it's the effect you want! The goals of Lesson Seven are to:

- Understand basic but critical written communication skills
- Understand how to keep an in-box happy and other basic email skills

### Discussion

How important are professional written communication skills? How do you use them in your professional life?

Do you text message? Will the communication style of text messaging affect your sense/style on how to effectively and professionally produce written business communications?

Related Article: How to...Social Network, at Work

Related Article: Social, work lives collide on networking websites

Related Article: Thx 4 the gr8 intrvu :)

### Activities

- Caring and Feeding of Inboxes worksheet
- Multi-tasking – comics representing service vignettes are analyzed and discussed by the group



## Conclusion - Open Yourself to the Power Wrap-up

The course is concluded by reviewing the skills and behaviors discussed in each lesson that form Solution X. Our objective is to gain confidence, open-up to these powers and learn how to harness them for maximum impact. (A process, most fictional super heroes must also accomplish.)

- The participants learn how to “open” their power to make every service encounter the best it can be.
- The participants create their own Service Hero persona describing their current skills or strength and those powers that they may need to enhance to create emotional connections and positive memories worth talking about.

### Discussion

How will the core powers of Solution X enable you to provide extraordinary service experiences?

How do you apply these skills on a daily basis? How might you put these powers into effect?

What does this mean to our customers?

### Activities

- Open-up to the Power of Service worksheet
- X Factor and Solution X scenarios and fixes
- You've Got the Power worksheet