



Customize The Power of Service to Reflect Your Business

The Power of Service – Customer Service Training is designed to be customized to communicate the critical aspects of your service sector and/or brand ideals. The “Optional” enhancements are priced separately based upon time and materials. The “Required” items noted on page 2 are included in the cost of the training package.

Optional: Your Brand Values

The Power of Service teaches seven basic skills that are essential yet uncommon in today’s instant messaging, multi-tasking, drive-through service society. Employees develop new skills and refine existing skills to create extraordinary Customer eXperiences using Solution X:

Skills to Engage Customers:

- Personality
- Anticipation
- Teamwork
- Knowledge

While providing service:

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



The skills in the Solution X service model are universal in nature and there may be real value in relating these skills to your brand values, vision statements or existing standards. The Solution X service model places the Customer eXperience (whether internal or external) at the heart of everything your employees do.

CxmCmx consultants can work with your team to determine the appropriate connections between your brand’s service philosophies and Solution X and weave the connections throughout the training for maximum impact.

Optional: Customized CoMiX

The CxmCmx CoMiX have been designed to relate across service sectors and should readily apply to most businesses for learning and discussion purposes.

The CxmCmx consultants can work with your team to develop new CoMiX that specifically reflect service situations directly related to your business or sector.

Optional: Customized Telephone CD

Lesson Six focuses on Telephone Communication. As part of this lesson, the participants hear on-hold music and messages, examples of proper and improper telephone greetings as well as examples of voice mail greetings and messages.

The CxmCmx consultants can work with your team to develop a customized set of recordings that specifically reflect your business.



Required: Service Materials Reflecting Your Business

There are place holders in the Power of Service – Customer Service Training designed to relate and use specific service materials from your business. The estimates used in this guideline are based on training groups that can be split into four teams for activities and exercises.

Your Business Specific Service Terminology

The Power of Service – Customer Service Training is targeted towards entry-level service positions and employees with 1-2 years of experience or employees who have never received formal service training. The training reviews common service industry terminology as well as CxmCmx terminology. Your business specific terminology is also added to the list of reviewed terms to ensure a baseline understanding is established with your participants. Your business terms and preferred definitions are provided by your team.

Customer Service Comments

Training lessons are supplemented with actual customer letters, emails, comment cards, and customer satisfaction survey responses to illustrate and analyze service successes and failures in the context of the Power of Service lessons. The customer compliments and complaints are provided by your team.

The following customer satisfaction content is required:

- The Introduction session currently uses five generic customer service comments to illustrate very positive and negative service impressions. It is recommended that these examples be replaced with three negative responses and at least two positive responses from your customers.
- Lesson Four requires four complaints where the participants can identify the weak link in the Service Chain (cause and effects).
- The Wrap-up session uses at least two very complementary customer comments to exemplify your business's Service Heroes.
- The Wrap-up session uses four complaints where the participants can identify the X Factor (cause), the Solution X and how to avoid future occurrences.

Customized Role Play Situations

The role plays are developed by the CxmCmx consultants based on information provided by your team.

- Lesson One requires role plays demonstrating Personality skills. The role plays are customized to reflect service situations commonly experience in your business. Four different role play scenarios are developed for this module.
- Lesson Three requires role plays demonstrating In-Person Communication skills. The role plays are customized to reflect service situations commonly experience in your business. Four different role play scenarios are developed for this module.

Your Dress Code

Lesson Two asks the participants to brainstorm personal appearance ideals. Your dress code would be used to validate the ideas your participants present related to appearance and grooming. The dress code is provided by your team.