

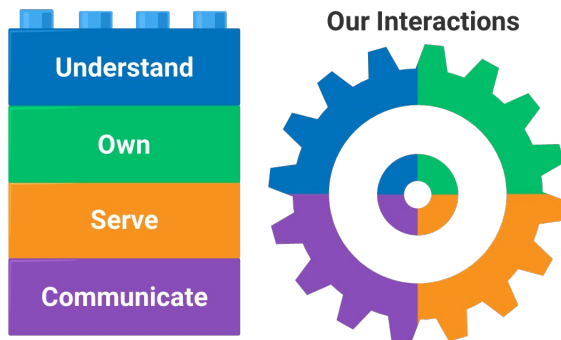
Customer Service Mindset

Excellent customer service starts with individual interactions. An interaction occurs when someone (internal or external) asks a service provider for help. Everyone is a customer many times a day. Customer service mindset is the attitude and actions each of us bring to every service interaction.

Strong internal customer service interactions lead to enhanced trust; stronger cross-departmental relationships; and, ultimately, better external customer service. Developing a strong Customer Service Mindset requires individuals to understand what great customer service looks like, assess their own mindset, and apply the foundational building blocks of customer service to everyday interactions.

The Learning Experience

The Customer Service Mindset Program content, modules, and simulation are modeled around the Building Blocks of Excellent Customer Service™.



Leadership insights, best practices, and proven tools are taught through a group-based simulation experience. The program includes time for reflection, feedback, and application. In addition, participants share feedback and challenges with peers to build skills and expand their networks across the organization.

Participants will:

- ▶ Learn what a customer service mindset requires.
- ▶ Acquaint themselves with new concepts that enhance their approach to customer service within the organization.
- ▶ Step back from their role to assess their own approach to customer service.
- ▶ Work with and learn best practices from peers using a business simulation and action-oriented debrief conversations.
- ▶ Deepen skills and relationships to deliver excellent customer service inside the organization.



Target Audience

Leaders and individual contributors who are responsible for serving internal customers in any capacity.



Desired Outcomes

This program builds skills to:

- Understand the components and importance of Excellent Customer Service.
- Deliver excellent customer service through an enhanced approach.
- Increase external customer service as a result of improved internal interactions.



Logistics

- 3.5- to 4-hour experience; 2 rounds of decision-making.
- Virtual or in person.
- 12-40 participants per session.

Customer Service Mindset Business Simulation

A dynamic business simulation offers the opportunity to connect to the content through hands-on practice and reinforcement. Working in a team, participants are faced with a series of business situations and must discuss, debate, and decide how to proceed. As the simulation moves through two rounds of decision-making, learners see how their team's choices compare to those of others in the session and how decisions affect the performance of the simulated organization.

The simulation rewards teams who make choices balanced across the four foundational building blocks of customer service—Understand, Own, Serve, Communicate—and, in later rounds, find ways to Simplify and Solve customer service challenges.



Sample Program Agenda

A typical agenda includes two rounds of simulation decision-making, comparative debriefs, and learning discussions.

- Introduction to the Program & Business Simulation
- Content: Building Blocks of Excellent Customer Service
- **Simulation Round 1: Building Blocks of Excellent Customer Service**
- Round 1 Large Group Learning Discussion: Building Blocks
- Break
- Content: Serve/Simplify/Solve
- **Simulation Round 2: Serve/Simplify/Solve**
- Small Group Discussion: What could we simplify & solve in our organization?
- Round 2 Large Group Learning Discussion: Serve/Simplify/Solve
- Commitment to Action: Email to my future self
- Close of Session