

# FEELINGS

## *for Professionals*

SUPERIOR SERVICE FROM YOUR ENTIRE ORGANIZATION SETS THE POSITIVE WORD-OF-MOUTH PROCESS MOVING, AND PUTS YOU IN A LEAGUE OF YOUR OWN!



John Tschohl is the Founder and President of Service Quality Institute, the global leader in customer service.

Author of Empowerment: A Way of Life, Achieving Excellence Through Customer Service, Loyal for Life, The Customer is Boss, e-Service, and Ca\$hing In.

John Tschohl has been called a “customer service guru” by Time and Entrepreneur Magazines. Service Quality Institute is over

39 years old and one of the only consulting and training firms dedicated solely to customer service.

The Institute has created over 30 off-the-shelf customer service training programs, and has done customized programs for Federal Express, Wong in Peru, Prado of Ecuador, Banco G & T Continental of Guatemala, Allied Van Lines, K-VA-T Food Stores, Miller Brewing, Kroger, Woolworths of UK, Bank of Communications in China, US Armed Forces and firms across the world.



**Service Quality Institute**

*The Global Leader in Customer Service*

# THE FEELINGS CONCEPT:

FEELINGS achieves a positive transformation in employees by increasing awareness of customer needs, improving skills for dealing with customers, increasing employee's self-worth and improving communications and cooperation with other employees.

Many employee training programs are dull, technical, sophisticated and boring. Keeping the target audience in mind, FEELINGS is designed to be fun, stimulating, and entertaining for the employees. They learn and retain many new skills that benefit them both personally and professionally. It builds spirit and gets their hearts pumping faster. You will see an immediate improvement in behavior and attitudes. Your employees will care more about their customers and about their jobs.

FEELINGS is designed and written specifically for your front-line personnel. It is not written for upper management, although all employees must participate. There are more advanced seminars and consulting services available for middle and upper management.

Service Quality Institute has a No Ifs, No Ands, No Buts Money Back Guarantee. You can train your entire workforce with FEELINGS, and return the materials for a complete refund at any time for any reason. Simply put, we guarantee that FEELINGS will produce immediate results. Since FEELINGS was first developed, thousands of organizations have trained millions of employees with the program.



## FEELINGS Will Have A Measurable Impact On How You Do Business.

The truth is: getting customers is costly. Many businesses believe it takes advertising, sales promotions, capital renovation, price wars, and all the other investments made, to attract customers. SERVICE, however, is what determines whether or not they will return. Research shows that only 4% of dissatisfied customers complain. The other 96% just don't come back.

The bottom line is: customer dissatisfaction and negative word of mouth costs you. Just one rude or indifferent employee may cancel all the efforts and expense required to attract a customer. Once you implement FEELINGS you can immediately begin to:

- Develop a service culture.
- Increase sales and profits.
- Increase market share.
- Increase repeat business and expenditure by customers.
- Increase positive word of mouth advertising.
- Reduce Customer complaints.
- Build customer loyalty and employee teamwork.
- Reduce employee turnover.
- Improve attitude, morale and communication of employees.
- Improve your brand and image in the marketplace.
- Reinforce your customer service philosophy.
- The results of implementing the FEELINGS program are measurable, quantifiable, and can be tracked.

### FEELINGS is Designed to do four things:

- ✓ Change attitudes and behavior.
- ✓ Teach the skills and techniques of customer service.
- ✓ Build the self worth of employees and help them feel good about themselves.
- ✓ Improve employee morale and teamwork.

### Are You Satisfied With The Way Your Employees Treat Customers and Co-Workers?

FEELINGS Has Positive Lasting Effects on Employees.

FEELINGS achieves a positive transformation in employees by increasing awareness of customer needs, improving skills for dealing with customers, increasing employee's self-worth and improving communications and cooperation with other employees.

### During the 3-Session Workshop, employees will learn:

#### INDIVIDUAL EXCELLENCE

- How customers decide where they'll do business.
- How body language conveys one's attitude.
- How to do their job better.
- How every person in the company is important.
- How to develop self-discipline and self-esteem.
- How to make the customer feel important.
- How to use the telephone more effectively.
- How to listen more effectively to customers.
- How to identify and satisfy customer expectations.
- How and when to make promises to customers.
- How to handle special problems, concerns and complaints.
- How to turn an angry customer into a satisfied one. Personal skills, attitudes and motivations.

*And much more!*

## A Superior Training System Must Contain Certain Elements of the following:

FEELINGS is designed to be very FUN and ENTERTAINING in order to hold each participant's attention and interest in the program. Employees enjoy participating and want to come back for the next session.

FEELINGS is designed to focus on BASICS and FUNDAMENTALS. Front-line employees do not have the experience and expertise found in upper management. They need skills and techniques that they can use instantaneously to improve their level of performance.

FEELINGS includes professionally recorded videos that illustrate every day experiences. Participant Workbooks, Leader's Guides and materials are designed to be user-friendly and attractively packaged, encouraging participants to work together in the process. Music and humor add to the materials' emotional impact.

EXPERIENTIAL LEARNING allows for group participation and interaction, which is the most effective way of learning skills and changing behavior. FEELINGS will build teamwork and improve communication among all employees.

FEELINGS focuses on PERSONAL GROWTH & DEVELOPMENT. It builds the self worth, self esteem and skills of each employee. Graduates of FEELINGS care more about their customers and more about their jobs.

You will see an immediate improvement in behavior and attitudes.

*...If You Really Want Results!*

## Feelings is a complete program that is easy to implement.

### FACILITATOR PACKAGE INCLUDES:

#### LEADER'S GUIDE:

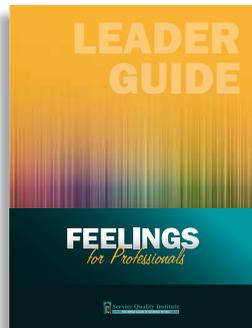
This 3-ring binder provides amazingly simple step-by-step instructions on how to organize, prepare for and conduct each session. Because the Leader's Guide is user friendly, there are just three requirements to be a good Leader:

Enthusiasm

Peer Respect

Exceptional Customer Service

A Leader's guide is recommended for each Leader who implements the learning system. Workshop leaders are usually managers and supervisors of your organization, however, experienced employees with a high level of enthusiasm toward customer service could lead the workshop as well.



#### VIDEO:

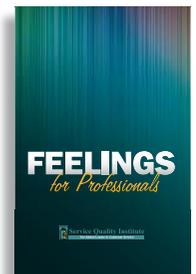
DVD, VHS, or CD's contain a series of skits demonstrating both the right and wrong way to serve customers. The 20 minutes of video for each session will generate group discussion and experiential learning. Each location receives a set of 3 Video's with one for each session.



### PARTICIPANT PACKAGE INCLUDES:

#### PARTICIPANT BOOKS:

A thoughtfully-planned 136 page workbook guides each participant through leading-edge concepts, skills and practices of customer service excellence. Exercises throughout the book reinforce and assist in the learning experience. Between each session, employees spend personal time reading and reinforcing service concepts. Without the use of the Participant Book for each employee, an additional 8-10 hours of training would be required to accomplish the same objectives.



#### SUPPORT MATERIALS:

Support material include a Technique Card, Certificate of Completion and Customer Service Performance Standard. The performance standards are an excellent management tool to evaluate the changing behavior of employees. They provide feedback, coaching and skill development.



## **SCHEDULING AND IMPLEMENTATION:**

FEELINGS is conducted on-site where your employees work (saving you time and money) in three sessions spaced one week apart.

Each session is 2-4 hours long. A follow-up session is conducted 30-60 days later.

The FEELINGS technology is also designed so you can implement the system at either one location or many locations simultaneously, ensuring a consistent image and message company-wide.

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## **FOLLOW-UP and REINFORCEMENT:**

To maintain a high level of competence in quality and service, FEELINGS should be conducted every 90 days for all new employees. A monthly follow-up implementation schedule is recommended to insure that new employees and poor performing graduates go through the training program again.

The customer service performance standard measures behavior, and graduates with low ratings need to go through FEELINGS again. You cannot afford to keep employees with low scores.

To build a service culture, a new SQI program should be introduced every 4-6 months.

It must be new and different to maintain excitement and change attitudes and behaviors.

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## **MEASUREMENT:**

To measure the impact of Service Quality Institute's learning systems we suggest you track the following on a monthly, quarterly and annual basis: sales, market share, profit, defection rate, customer count, customer complaints, customer satisfaction, repeat business, employee turnover (actual number and actual cost to replace employees), shrinkage/theft, tardiness, absenteeism, workers compensation claims, grievances, claims and customer service performance standards.

## **EFFECTIVE MEASUREMENT REQUIRES:**

All employees go through the training.

Service Quality Institute's learning systems be used for all new employees, and graduates who failed to internalize the message the first time.

Maintaining a service culture by implementing a new training program every 4-6 months.

Measuring the return on investment by the total dollars invested in our technology.

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## **PERSONALIZED MATERIALS AVAILABLE:**

Companies may experience a greater benefit from FEELINGS when they personalize book covers, certificates and video introductions. For larger organizations, full customization is available (Videos, Leader's Guide and Participant Materials).

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## **TAILORED FOR MANY INDUSTRIES:**

FEELINGS is available in many versions for virtually any industry including:

Professional, Office, Insurance, Banking, Government and white collar environments  
Retail/Service Industry  
Supermarkets  
Hospitals  
Medical Clinics  
Hotels and Resorts  
Higher Education

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## **MULTI-LINGUAL PACKAGES:**

FEELINGS is available in several languages including English, Spanish, Chinese, Russian, Indonesian, Romanian, Arabic, and Portuguese. FEELINGS can also be translated into other languages.



**Information available by contacting your  
Service Quality Institute Representative:**

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