

Problem

Customer service training does not work. It is too expensive when you look at all costs including labor time, travel expenses, professional facilitation fees and materials. It is too hard to implement with so many employees and locations and coupled with a high employee turnover rate.

Solution

Service Quality Institute (SQI)

1. SQI products change behaviors and attitudes with attractively instructionally designed facilitator and participant material.

2. SQI teaches the fundamentals and basics of common-sense customer service skills most employees fail to use but customers love.

3. SQI eliminates the 3 most expensive parts of training.

A. Virtually no travel expenses. All training done at each location.

B. Professional facilitators and trainers are NOT needed.

C. Actual learning (labor hours) time is reduced by 80% by using instructionally designed facilitator and participant material with high quality video.

4. Most training programs seldom change behaviors and attitudes. SQI solves this by using facilitators who are trained by SQI to never answer questions. Eighty percent of the time is focusing on group discussion. The objective is to get participants to answer questions, and solve problems and issues through group discussion, arguments and debates with often heated discussion. The facilitator uses a skillfully scripted leader guide to guide participants to the correct behavior which cements an emotional buy-in. It is reinforced with easy to understand and use participant material which is used during the training sessions and for homework during off work hours. Every employee already knows customer service is critical. They just seldom practice the skills so critical to your organizations' success.

5. SQI conducts Train-the-trainer sessions on Zoom or in person for facilitators at each location that have three skills.

1. Enthusiasm

2. Peer Respect

3. A passion for superior customer service.

Title is not important. You need at least one person at every location with these skills. Not all managers have all three of these skills nor the time. We prefer a facilitator for every 30 employees, so no employee has to do facilitate more than 2 groups of 15 people each. Virtually anyone with these 3 skills using our user friendly and goof proof facilitator material can be a great facilitator/instructor. There is NO need to hire professional instruc-

tors, pay their salaries and benefits plus all their travel expenses.

6. Training materials are typically boring and poorly packaged. Almost all the participant materials look cheap. Because of poor design they usually take too much training time. The training is not instructionally designed and what is worse it does not focus on fundamentals and basics. Almost all books in college are technical and boring. Our participant material is easy to read and builds people from within. An employee has 3-5 seconds to practice exceptional customer service. We teach common sense.

7. Employee turnover is expensive. SQI reduces employee turnover by 50% and provides replacement material for new employees for free with our service culture plans. The investment for new employees is very inexpensive. If all new employees are not trained it will take a very short time before your focus on superior service dies.

8. We use 3 elements to create maximum behavior change

1. High quality video using vignettes your employees can relate to.

2. Facilitator and leader material so each person can skillfully keep the program on track, with lots of discussion and participation by everyone.

3. Very attractive 2 color participant material which is easy to read and understated with lots of white space. Includes participant book, technique card, performance standard and certificate.

9. SQI products **eliminate 80 - 90% of the total costs associated with training** (including labor time, use of trainers and materials) by using material that changes behaviors and attitudes, teaches the fundamentals of leading edge customer service skills and builds employee morale and teamwork. We have **online learning** also available if classroom training is not allowed because of COVID-19.

10. SQI has a 3 year service culture plan and process (a buffet) No other firm in the world has this technology. It starts with a minimum of 3 years or a lifetime with a very low investment per person per year for a minimum of 3 years. NO charge for employee turnover.

11. SQI develops high performing employees. We help you weed out employees who are not effective and not extraordinary. Our technology builds the self-esteem, self-worth, and self-image of all employees. More importantly we can reduce employee turnover by 50% and create a customer service climate where employees love their job and their customers.

12. The result is a high growth customer driven organization that can increase its market value by 100-400% by creating a brand around being customer centric.