



THE CUSTOMER® PROGRAM EXECUTIVE BRIEFING BUILDING A CUSTOMER-FOCUSED ORGANIZATION

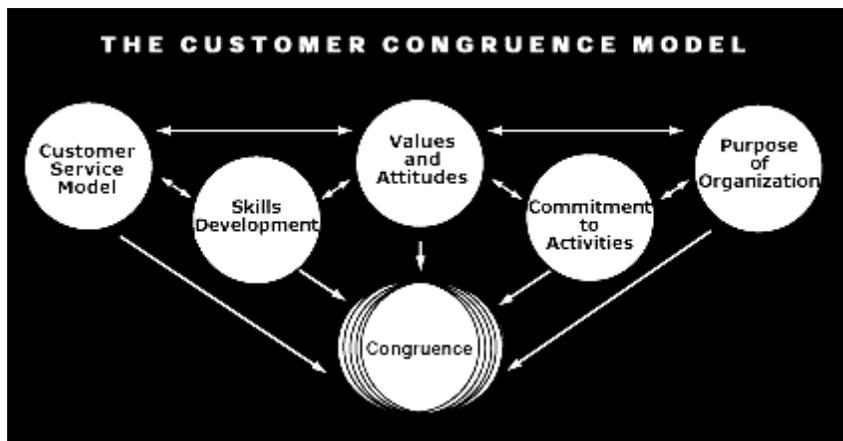
OVERVIEW

The Customer® is a **comprehensive process** designed to help employees, managers, and leadership develop the appropriate values, skills and behaviors necessary for a **customer-focused organization**.

The goal of The Customer® is to affect **behavior change**, not just teach skills. This is accomplished through practice, repetition and positive reinforcement. The Customer® Program helps install a process to have those principles of good service become **automatic behavior**.

The Customer® Program gets people **across organizational lines** communicating, listening, understanding, and valuing each other. Not only are individual skills heightened, but a **powerful synergy** is also developed – which **impacts the entire organization's culture**.

Employee productivity results when certain dimensions are in congruence. The Customer® Program helps bring the following dimensions into congruence, so little or no dissonance occurs. This **inner congruence frees people** up to become even more productive.

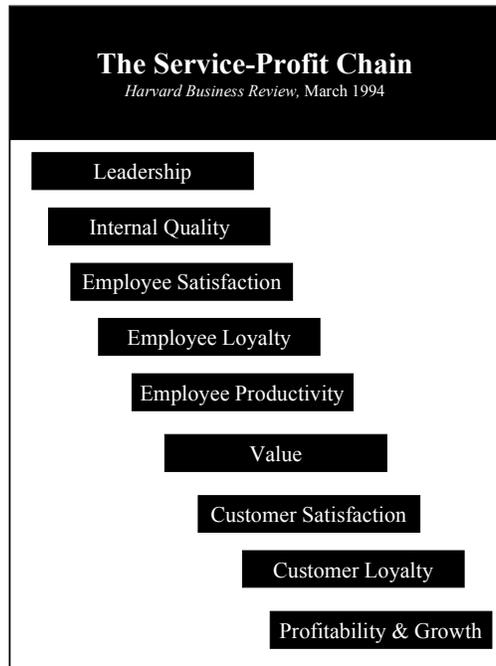


The Customer® is based on **strong values and ethics**. The integrated *Manager's Coaching Module* helps managers coach people to **higher performance** by focusing on strengths. Through **focused reinforcement and coaching**, long-term success increases dramatically.



CUSTOMER-FOCUSED CULTURE

The Customer® establishes the **foundation for cultural transition**. It creates and enhances positive customer-focused behaviors, utilizing the participation of everyone in the organization. In order to truly affect the culture of the organization, The Customer® **impacts and energizes the vital links in the Service-Profit Chain**. This entails both external customer and internal employee relationships.



Outstanding leaders understand that when they **champion service and establish a culture** where employees are valued and satisfied, external customers will benefit and become more loyal, and employee productivity rises. As a result, **the organization will continue to grow and be successful**.

COMPONENTS OF THE CUSTOMER®

- ▲ **Managers' Pre-Seminar Orientation:** Explains how The Customer® dynamics work to create a customer-focused organization. Sets leadership expectations and emphasizes the importance of leaders and managers modeling and coaching the process.
- ▲ **Pre/Post Service Skills Assessment:** Assesses individual perception of customer-focused skills.
- ▲ **The Customer® Seminar (3½ hours):** Creates the foundation for the following eight weeks.
- ▲ **Structured Eight-Week Follow-Up:** Develops internalized customer-focused skills, attitudes and behaviors through weekly assignments and practice of course concepts. Manager's coaching sessions get leaders reinforcing new behaviors and building and developing their people.
- ▲ **Advanced Skills Builder:** Keeps the culture alive through six reinforcement modules implemented four to six months after completion of the eight-week follow-ups.



WHAT PEOPLE WILL LEARN

ALL EMPLOYEES LEARN	LEADERS, MANAGERS AND SUPERVISORS ALSO LEARN	ADDITIONAL REINFORCEMENT MODULES
<ul style="list-style-type: none"> ▲ How Their Job Impacts Customer Satisfaction & Loyalty ▲ A Six-Step Customer Satisfaction System ▲ A Four-Step Problem Solving Formula ▲ The Importance of Attitudes, Values and Work Ethics ▲ A Simple Behavior Styles Language ▲ Real World Application ▲ To Use the Skills With Internal & External Customers 	<ul style="list-style-type: none"> ▲ Their Role in Developing a Service Culture ▲ How to Model Appropriate Behaviors ▲ How to Build People Through One-on-One Coaching ▲ What Causes Employee Performance ▲ How to Create a Climate for Self-Motivation ▲ How to Build Team Synergy ▲ How to Keep the Skills Alive 	<ul style="list-style-type: none"> ▲ Learning More About Behavior Styles ▲ Gaining Cooperation From Others ▲ Building Positive Self-Beliefs ▲ Assessing Your Values and Congruence ▲ Increasing Your Achievement Drive ▲ Setting Motivational Goals

UNIQUE ADVANTAGES

- ▲ **Discovery Learning:** The Customer® employs a powerful learning process we call *Discovery Learning*. *Discovery Learning* is an **experiential environment** where questions are asked and situations created that cause people to learn for themselves. The sessions are structured to get people into action **practicing certain principles** and **discovering answers and solutions** themselves.
- ▲ **Behavior Change from Follow-Up:** The objective of The Customer® is to cause **positive behavior change**. To accomplish this, a follow-up process is included that entails understanding resistance to change; utilizing a successful service model; repetition of practice; a non-critical environment; positive reinforcement by coaches; congruence of knowledge, skills and inner dimensions; and time-lapse.
- ▲ **Impacts the Whole Person:** Many studies conclude that about 85% of success is based on attitudes and about 15% on the skills developed. For this reason, The Customer® also **deals with the inner issues that cause success: achievement drive, values, attitudes and self-beliefs**.
- ▲ **Universally Applicable:** The Customer® is **relevant in the global marketplace** because of its principle-based foundation. It is **applicable to all levels of experience** from a novice to seasoned professional.
- ▲ **Comprehensive:** In addition to a customer service skills model, The Customer® also includes **team building, communication, problem solving, leadership, coaching, quality improvement, recognition and diversity issues**.



THE CUSTOMER[®]

PROGRAM IMPLEMENTATION TIMELINE

MANAGERS' 2 HOUR PRE-SEMINAR ORIENTATION	3 HOUR SEMINAR	8 WEEKLY FOLLOW-UP SESSIONS				ON-GOING COACHING	6 ADVANCED SKILL BUILDING SESSIONS
		#1	#2	#3	#4		
	<ul style="list-style-type: none"> ➔ HOUR 1: UNDERSTANDING YOUR ROLE IN SATISFYING PEOPLE ➔ HOUR 2: COMMUNICATING WITH PEOPLE ➔ HOUR 3: SOLVING PEOPLE'S PROBLEMS 	IDENTIFYING YOUR UNIQUENESS	CREATING STRONG FIRST IMPRESSIONS	HELPING PEOPLE GET WHAT THEY WANT	UNDER- STANDING PEOPLE'S PROBLEMS		<ul style="list-style-type: none"> ➔ #1 LEARNING MORE ABOUT BEHAVIOR STYLES ➔ #2 GAINING COOPERATION FROM OTHERS ➔ #3 BUILDING POSITIVE SELF-BELIEFS ➔ #4 ASSESSING YOUR VALUES CONGRUENCE ➔ #5 INCREASING YOUR ACHIEVEMENT DRIVE ➔ #6 SETTING MOTIVATIONAL GOALS
		#5	#6	#7	#8		
		SOLVING PEOPLE'S PROBLEMS	BUILDING TEAM SYNERGY	TAKING RESPONSIBILITY FOR YOUR OWN SUCCESS	GRADUATION		