



# Feelings



**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 *Loyal for Life*, *Achieving Excellence Through Customer Service*, *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 36 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.

## 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** 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.

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### 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!**

## 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.

## 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.

**EXPERIMENTAL 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:

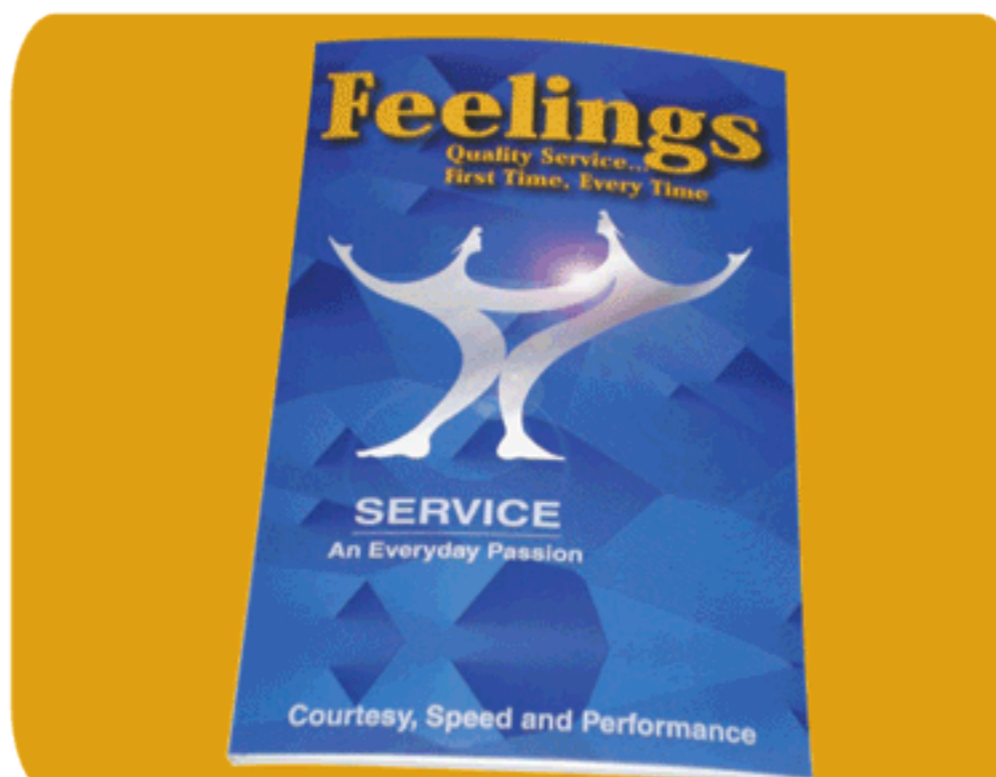
- **Enthusiasm**
- **Peer Respect**
- **Exceptional Customer Service**

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 experi-

ence. 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.