

**TD CONSULTING GROUP's** *Coaching for Service Excellence*® workshop provides guidelines for reinforcing skills learned in *Think Customer Service!*® back on the job. Intended for managers and supervisors, this workshop helps participants apply the *Think Customer Service!*® model specifically to their departments or areas, monitor employee use of the model, deliver positive and constructive feedback to staff, and practice performance conversations aimed at achieving service excellence.

**Learning Objectives:** By the end of the session, participants will be able to:

- Identify and define observable behaviors of each component of the *Think Customer Service!*® model.
- Describe the role of the manager/supervisor in fostering service excellence.
- Apply the *Think Customer Service!*® model specifically to own staff area to create guidelines for teaching service excellence.
- Write and deliver an effective credit.
- Use the six-step *Feedback Planner* tool to prepare developmental feedback.
- Demonstrate and practice giving effective feedback aimed at performance improvement.

### ROLE OF COACH

Every coach, manager, or supervisor needs to set the foundations for effective performance. Participants learn the fundamentals of coaching in order to set goals and expectations of service excellence, to teach standards and behaviors, to maintain ongoing communication, and to give frequent positive and constructive feedback.

### APPLYING THE *THINK CUSTOMER SERVICE!*® MODEL

Whether using TD's standardized *SERVE*® model or a transactional model customized to a client's particular needs, participants will review the specific skills that employees need to exhibit service excellence. Participants will review each step in a customer interaction – greeting the customer, mastering verbal and non-verbal skills, solving problems, showing knowledge and courtesy, thanking the customer – in order to write clear, specific standards for their own departments or areas.

### COACHING VIA EFFECTIVE FEEDBACK

Participants practice providing positive feedback to lay the groundwork for giving constructive feedback. Using the *Feedback Planner* tool, managers/supervisors plan and prepare the elements of a feedback discussion: opening the conversation; describing specific, observed behaviors in need of improvement; describing the impact of those behaviors on customers and the department; and identifying and discussing alternatives and next steps. Working in groups of three, participants get the opportunity to practice giving constructive feedback based on their own employee example.