

GEM (Go- the- Extra- Mile) Service



Synopsis

Go-the-Extra-Mile Service (GEMS) is a must-do course for all service professionals in their journey towards service excellence. This module prepares participants to provide extra-mile service for their customers.

The program focuses on inculcating service-oriented, customer-centric mindsets in participants and in helping participants understand the benefits of extra-mile service to themselves as well as to the organizations they work for.

There is a common belief that there should be limit to how good service should get ... Really? Come and find out if there is a point of diminishing returns ...

Participants will leave this course feeling motivated, empowered, believing in their abilities to make a positive impact on their organizations and their customers ...

What you will learn

- ✓ What customer expect from their service providers
- ✓ Factors determining customer expectations
- ✓ How long is the “extra mile”?
- ✓ How far do we have to stretch for our customers? Is there a point of diminishing returns?
- ✓ The benefits of going the extra mile - for the individual as well as the organization
- ✓ Good practices and habits in interactions with customers, in various situations
- ✓ Do you serve to sell, or sell to serve ?
- ✓ Qualities of service professionals
- ✓ Causes of customer dissatisfaction
- ✓ Service breakdowns and service recovery
- ✓ Building an internal customer culture; understanding how this impacts customer service

Course structure

1. A look at the company’s Mission, Vision & Values - getting there ...
2. Taking stock of where we stand now - 8 good service practices & 8 bad service habits
3. Understanding customer expectations
4. Factors determining customer expectations
5. Differentiating between routine and GEM service standards
6. Benefits of GEM service to service staff as well as to their organizations
7. Qualities of service professionals
8. Telephone etiquette
9. Sales & Service - do you sell to serve or serve to sell ?
10. Engaging customers - meeting customer needs & selling
11. Understanding service breakdowns & causes of customer dissatisfaction
12. Responding to customer feedback
13. Managing complaints
14. Managing angry/difficult customers
15. Customer-friendly & customer-unfriendly language
16. Identifying one’s INTERNAL customers
17. Understanding how one’s service to internal customers impact the organization’s service to external customers
18. Real-life case studies

What ex-participants say about this course

This program has been received AWESOME ACCOLADES from participants, with typical average class ratings of **4.7, 4.8, 4.9, even 5.0** on a 5-point scale !

What some participants say about this program :

- ✓ I've been in many training before, but **this is the best training I attended**
- ✓ This course will definitely be **useful** for my daily work. THANK YOU! KUDOS!
- ✓ It was great, who knew training can be **fun and enjoyable** also
- ✓ The training program was **explained very well** & detailed.
- ✓ Awesome motivator. I learned a lot of things that I **can apply at work**.
- ✓ Ms CH Tan was **very effective** and **knowledgeable** about the course.
- ✓ Trainer put in extra efforts. Can see and feel that trainer does show **good examples** of GEMS!
Over-qualified trainer!
- ✓ Trainer has put in heart and soul to customize this course for our company. A big thank you to you!
- ✓ Very thankful for trainer's effort to explain in Mandarin. Good explanation.
- ✓ Ms Tan, you are excellent. Learnt many new things from her. Thank you very much indeed.
- ✓ Ms Tan Chor Hoong is very good; the 2 days training was **never boring**. More GEMS training.
- ✓ The training program was **explained very well & detailed**.
- ✓ Ms Tan was **very friendly & approachable**
- ✓ We did **learn a lot** from the training, more than we expected.
- ✓ Demonstrations, role plays & lectures were all helpful/relevant to our work.
- ✓ **Very nice** & friendly **learning experience**. **Easy to absorb**.
- ✓ **Very good trainer. I love it !! Enjoy and knowledgeable**.
- ✓ Thank you for **motivating** us. It was a pleasant 2 days with you.
- ✓ **Awesome motivator**. I learned a lot of things that I can apply at work.
- ✓ Really enjoyed the whole training experience and was able to **learn** and obtain **techniques and strategies** to perform best customer experience.
- ✓ Good session to attend. Trainer with **good speaking skills** to convey ideas and message.
- ✓ Ms Tan Chor Hoong projected sufficient knowledge.
She always wore her pretty smile all **throughout the session** which was good to be positive.
- ✓ Hope to conduct the **same/relevant training** for the **managers** too.
- ✓ The service training was short, sweet and it definitely help me understand more about providing better service for customers



Who should attend

EVERY corporate citizen, regardless of level and function

Contrary to popular belief, service excellence is the business of EVERY employee, NOT just the frontliners. Also contrary to popular belief, service is the business of those in the SERVICE industry ... Really? Think again! Is service not applicable for those selling tangible goods? Think cosmetics, electronic products, consumer products, even groceries ... Is service irrelevant in these industries? Therefore, GEMS is essential, regardless of industry, job function, level ... Hence, PGEMS is for every corporate citizen who wants to know how to excel in his/her job, regardless of the nature of that job !

Course methodology

Class discussions, syndicate exercises, brainstorming, small group discussions and **role-plays** ...

The program will be fully **CONTEXTUALIZED** for the client's organization and business environment.

Course duration

2 days