

## Legendary Service®

**If you ask your customers whom they equate with good customer service, will your organization be at the top of the list?**

The Blanchard® approach to service focuses on building awareness, knowledge, and skills relating to customer service. This approach illustrates what exemplary service needs to look like in order to increase employee engagement, helps organizations differentiate themselves through superior service, and keeps customers coming back.

Research by The Ken Blanchard Companies® shows a dramatic, direct correlation between employee passion and customer devotion. When employees are satisfied in their jobs and empowered to make decisions, they will want to stay with their organization, and their satisfaction with their job and with the organization increases. In short, when employee satisfaction increases, customer satisfaction also increases.

- According to Bain & Company, companies can boost profits as much as 255% by retaining merely 5% more of their existing customers.
- A 2% increase in customer retention has the same effect on profits as cutting costs 10%.
- A study by Daniel Yankelovich revealed that two out of three customers do not feel valued by those serving them.

So, keep your employees, empower them, and provide them with skills to deliver exceptional customer service. You will experience customer loyalty, a better work environment, and more profitability.

### Audience

- Internal customer service personnel and others who have direct customer contact and want to excel at providing customer service
- Individuals who aspire to provide exemplary customer service to their clients and the people with whom they work
- Salespeople, their managers, and anyone in a customer-focused organization who seeks to improve his or her customer service skills

### Program Format

Legendary Service® is defined as consistently delivering ideal service that keeps customers coming back and results in a competitive advantage for the organization. The program uses the simple concept of “I CARE” to teach the concepts of providing Legendary Service. Five modules reflect the following themes:

**Ideal Service**—delivering day-to-day great customer service by acting on the belief that service is important

**Culture of Service**—communicating a strong vision and values that guide behaviors to support a customer-focused environment

**Attentiveness**—knowing your customers and their personal preferences and delighting them by offering choices based on their wants and needs

**Responsiveness**—demonstrating a willingness to serve clients and fulfill their individual needs

**Empowerment**—taking the lead to respond quickly and effectively to your customers

# Data Sheet

Legendary Service focuses on the service providers (a one-day program for all associates) and what they can individually do in their jobs to provide better service and take more of a lead to serve customers. The ½-day managers program is geared to the service champions or leaders in the organization and what they need to do to provide the framework and leadership to create an organization that will be known for their Legendary Service.

This program provides an engaging opportunity to focus on being a customer-driven organization. “Talking the talk” of providing exemplary service is one thing, but delivering it is another. This workshop is designed to act like a boomerang—to keep your internal and external customers coming back.

## Outcomes

- Improved customer satisfaction that drives repeat business
- Aligned practices to ensure seamless customer service is delivered consistently
- Increased customer loyalty
- Empowered people who fulfill their leadership potential and know where and how they can make a difference
- Use of the I CARE service model to help focus on continuous service improvement

For more information, please contact your Blanchard® sales associate at 800 728-6000 or 760 489-5005.