



# TRANSFORMATIONAL CUSTOMER SERVICE



The Transformational Customer Service course is designed to introduce the comprehensive elements of the customer service culture.

## What We Offer

In this one-day course, dealership personnel learn how to increase overall customer satisfaction which, in turn, grows the dealership. You will learn the essential customer service systems to manage the employee-customer interactions that increase dealership loyalty.

## How You Benefit

Taking control of your customer service processes will generate more of your own repeat and referral traffic. We provide the skills - you increase your competitive edge.

## Who Should Attend

Designed for every department within the dealership, this one-day course is specifically created for dealership parts, sales, service and other customer-facing areas of the dealership. As well, incorporate your management team and senior leaders, as top down change produces bottom up commitment.

**The best customer experience  
produces the best business results!**

## Course Highlights

- ✓ **Personal Culture**

Customer service begins with the employee's personal culture — their attitude.

  - Attitude control
  - Maximizing the circle of influence to exceed customer expectations
  - Psychology of change for both personal and the dealerships continuous improvement
  - Top down change produces bottom up commitment
- ✓ **Key Customer Service Moments of Truth**
  - Moments of truth determine where your dealership fits on the customer service continuum ranging from mediocre to excellent
  - Identifying the critical moments of truth that transform your customer service culture
  - Implementing a customer service system to continuously improve your employee-customer interactions.
- ✓ **Management Systems**
  - Implementing the right systems drive transformational customer service
  - Implementing corporate accountability to transform the dealership's customer service culture
- ✓ **Accountability**
  - Developing and implementing a corporate accountability system
  - Striving for continuous improvement