

Breakthrough Service Performance ("BSP")

SERVICE SOLUTIONS

Breakthrough Service Performance was designed to reinforce the message that sales and service are inextricably intertwined. It teaches that to achieve Breakthrough Service Performance, organizations must constantly reinforce high service standards, develop a culture of superior service delivery, and involve the entire organization in the commitment to enhancing the customer experience for external and internal clients. *Breakthrough Service Performance* helps organizations promote customer-centricity and create constant service excellence through use of microbehaviors, consistently displayed by all staff and reinforced by all managers, so that clients perceive they have received breakthrough service. The goal is to create maximum client satisfaction and to cushion client dissatisfaction, thereby improving profitable retentions and increasing bottom-line revenue. *Breakthrough Service Performance* achieves the following:

- Explains why breakthrough service is of critical importance. Reinforces that servicing internal and external clients and service partners in a courteous, proactive way is not only critical to achieving breakthrough-service goals, but is the right thing to do.
- Provides an overview of the Breakthrough Service Conceptual Model and teaches the importance of taking preventive measures.
- Suggests nine fundamental behaviors for providing Breakthrough Service Performance.
- Emphasizes the necessity of courteous communication through five steps of client interaction: greeting, assessing, helping, concluding, and following up.
- Explains the proactive courtesy elements of the greeting, including an acknowledgement of the client, an offer to help, and use of the client's name.
- Explains the elements of assessment, including active listening, consultative questioning, and showing empathy for the client's needs.
- Helps organizations master the skills and techniques required to provide options and implement plans.
- Helps organizations master the essential skill of concluding the interaction with the client in such a way that the client knows he or she has been shown breakthrough service. Organizations will also master the skills required to deal with dissatisfied clients.
- Pulls together all the behaviors learned in the program through extensive practice and interactive exercises.
- **Welcome and Setting The Scene**
Provides an introduction to the entire *Breakthrough Service Performance* program, including
 - Desired output of the program
 - Brand differentiation
 - Client satisfaction
 - "Clients" vs. "Customers"



- The Service Performance Continuum
- The Breakthrough Service Performance Conceptual Model

Fundamental Service Behaviors

- **Module 1: Positive Attitude**

Discusses the effect of a positive attitude on providing Breakthrough Service Performance, and the importance of demonstrating a positive attitude through what participants Say, Ask, and Do.

- **Module 2: Proactivity**

Discusses the topic of proactivity:

- The “rule” for making proactivity work
- Avoiding the two Service Sins

- **Module 3: Caring and Courtesy**

Focuses on implementing caring and courtesy behaviors as a means to providing Breakthrough Service Performance for all personnel.

- **Module 4: Consistency**

Emphasizes how consistency in predictable behaviors impacts service quality. Participants also learn that, although consistency brings about the need for systemization, it does not eliminate the need for flexibility.

- **Module 5: ART**

Addresses the importance of Accuracy, Responsiveness, and Timeliness (“ART”) and the effect they have on the quality of service received by internal and external clients. Discusses using the Five Key Responsiveness Behaviors to build trust between front-line and support staff.

- **Module 6: Effective Interpersonal Communication**

Teaches participants the benefits of each of the four key elements of interactive, interpersonal communication:

- Listening and Observing
- Probing
- Confirming Understanding
- Providing Feedback

Provides recommendations for both verbal and written communication.

- **Module 7: Interpersonal Preventive Medicine**

Discusses the concept of Interpersonal Preventive Medicine and helps participants learn how they can personally prevent problematic situations from arising.

- **Module 8: Taking Ownership**

Discusses the concept of Do It or Refer It, and the importance of taking ownership of internal and external client interactions.

- **Module 9: Teamwork**

Discusses the importance of teamwork in providing Breakthrough Service Performance—specifically, how to become a better team member and overcoming Siloism.



Core Satisfaction Process

- **Module 10: Greeting**

Covers the key elements of properly greeting both internal and external clients in a variety of situations. Specific telephone techniques are also covered.

- **Module 11: Assessing**

Introduces participants to the Service Needs Analysis Profile (SNAP) and its key components. The SNAP is a tool used to assess client situations and needs. Participants also get the chance to review and expand the skills learned in the Communication module: Listening and Observing, along with Confirming Understanding.

- **Module 12: Helping**

Teaches participants the key elements of the Helping step:

- Communicate solutions and rationales
- Confirm client's agreement
- Implement solutions
- Offer further assistance

In addition, participants are introduced to a tool to help them overcome client objections, the Objections Categorizer.

- **Module 13: Concluding**

Talks about the key elements of the Concluding step:

- Clarify the follow-up plan
- Show client appreciation
- Use the client's name

- **Module 14: Following Up**

Talks about the key elements of Following Up. Using a Three-Way Follow-Up System will help ensure that you

- Follow up on what you agreed to do
- Follow up on what the client agreed to do
- Follow up on what other service providers agreed to do

- **Module 15: Overcoming Dissatisfaction**

Teaches participants how to Overcome Client Dissatisfaction. Topics include

- Expressed vs. Unexpressed Dissatisfaction
- Causes of Dissatisfaction
- Taking ownership with a dissatisfied client
- Anger Triggers
- The Three Cs – Cushioning, Clarifying, Confirming
- The relation of Core Satisfaction steps to Overcoming Dissatisfaction
- The Five Cushioning Techniques
- The Five Types of Difficult Dissatisfied Clients
- Providing evidence of appreciation

- **Module 16: Situational Role-Plays**

Demonstrates through role-play exercises how to implement the techniques and concepts learned in *Breakthrough Service Performance*.



Maximum Satisfaction

- **Module 17: Influencing Others**

Expands on some of the concepts established in Overcoming Dissatisfaction and discusses specific techniques for Influencing Others, which will be linked to Relationship Building. Influencing Others presumes that everything covered in the Fundamental Behaviors, the Five-Step Core Satisfaction Model, and Overcoming Dissatisfaction is in place.

- **Module 18: Relationship Building**

Discusses specific techniques for building and repairing relationships with internal and external clients.

- **Module 19: Influencing Perceptions**

Covers how to adjust the perceptions of the service you provide to internal and external clients, not only by providing great service, but also by communicating the level of service you provide.

- **Module 20: Maximum Satisfaction Proactivity**

Maximum Satisfaction Proactivity takes what has been learned already to the next level in order to get truly glowing clients through continuous learning, continuous improvement, and creating an "Institutional Memory."

- **Module 21: Maximum Satisfaction Team Meetings**

Maximum Satisfaction Teamwork builds on Core Satisfaction Teamwork by discussing empowering processes and effective meetings, and it specifically focuses on the topics of

- Big Fives
- Service Meetings
- Clinics
- Power Triads
- Rounds

- **Module 22: Process Preventive Medicine**

In Process Preventive Medicine, participants will learn how to prevent problems before they arise. By utilizing the layered learning approach, participants will implement the Big Five to identify the critical problems and most appropriate solutions.

Structure:

Breakthrough Service Performance includes 24 high-impact modules delivered via **cbway**. The program utilizes Cohen Brown's proven leader-led methodology and is supported by a Leader's Guide and detailed Participant Workbook.

Participants:

Breakthrough Service Performance is the ideal service program and is applicable to every person in the organization, whether on the front-line or in support areas.

