

# *Ignite Great Customer Service Within Your Business*

## **Blazing the Service Path through Blazing Service™**

Blazing Service™ is a dynamic, interactive training program designed to ignite great customer service in your organization. Our Human Resource Specialists are certified to deliver Blazing Service™. Combining the best of classroom instruction with easy-to-use web-based reinforcement tools, Blazing Service inspires in your customer service team both the personal qualities and the practical skills that make exceptional customer service providers. The bottom line? More satisfied, loyal, and committed customers, which is key to your business's continued growth. The complete program consists of 6 two-hour modules, for maximum delivery flexibility, followed by powerful, easy-to-use online reinforcement tools.

### *Blazing the Service Path*

- Identify Your Personal Service Style and Quality
- Describe the Blazing Customer Experience
- Avoid the Smoldering Customer Experience

### *Thinking Like Your Customer*

- Internalize Your Organization's Customer Service Markers
- Manage the Customer's Expectations and Experience
- Engage Customer Loyalty with Blazing Service



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### *Winning Customer Hearts and Minds*

- Provide Appropriate Empathy to Customers
- Recognize Customer Types and Needs
- Apply the Seven Behaviors that Engage Customers

### *Solving Customer Problems*

- "Own" the Problem and the Solution
- Apply a 5-Step Model to Resolve Customer Issues
- Give Options to Engage Customer Satisfaction

### *Handling the Heat*

- Defuse Customer Anger
- Manage Your Emotions in the Face of Unreasonable Demands
- Transform Heated Emotions to Resolved Problems

### *Fixing the Systems*

- Identify System Issues that Require Attention
- Communicate Issues Without Blame or Judgment
- Recommend Service Enhancements

*For pricing information call 1-800-562-4808!*