

# Equipment Edge™

Field Service



## Legendary Customer Service at the Job Site

### Description

In a competitive market, customer service makes the difference. You offer superior products but the key differentiator to many current and prospective customers is your ability to provide an exceptional experience at the customer's location.

An often overlooked part of your customer service plan is the role of your field service technicians and delivery staff. They are your ambassadors. To many of your customers they become the 'face' of your company – valued staff members that can make or break the client relationship.

**Legendary Customer Service at the Job Site** is a unique training program that demonstrates the why and the how of providing great service at the customer's location. This interactive program provides your team the skills and tools needed to deliver memorable service that is focused on the customer's needs – regardless of the situation.

Signature Worldwide's interactive training program will help:

- Build consistency in the service delivered at the customer's location
- Develop standards that help guide your team through an exceptional customer interaction
- Identify additional sales and rental opportunities and pass them along to others in your organization
- Diffuse potentially confrontational situations

Strengthen relationships with your customers resulting in greater retention, higher loyalty scores and more referrals.

And because **Legendary Customer Service at the Job Site** is specially designed to change employee behavior and create lasting improvement, employees will also further develop their new skills through post-training coaching and other on-going training reinforcement options

### Format

This training is available onsite or via interactive web classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

### Who Should Attend?

Anyone who is responsible for or works directly with your customer at the customer's location.

- Field Service Technicians
- Delivery Personnel
- Service Managers
- Branch Managers
- General Managers

### Program Outcomes

- Consistency in service standards
- Increased level of professionalism
- Clear expectations for delivering legendary service in person
- Greater staff confidence
- Differentiating your organization from the competition by delivering exceptional customer service
- Increased customer satisfaction
- Additional sales opportunities.

### Next Steps

Please contact Barry Himmel ([barryhimmel@signatureworldwide.com](mailto:barryhimmel@signatureworldwide.com) or 614-766-5101) to discuss scheduling this dynamic training for your organization.



# Course Agenda

<b>Introduction</b>	Welcoming activity and an overview of the session is presented
<b>What to Expect</b>	Course objectives are shared.
<b>Legendary Service</b>	Characteristics of legendary service are reviewed and ways to create a legendary impression are discussed
<b>Connecting with Customers</b>	Set of service standards established around personal appearance, communication, and tone when arriving at the job site.
<b>Discovery and Information Gathering</b>	Importance of gathering information and tips for ensuring understanding of customer's needs.
<b>Skill Practice</b>	Practical role plays to connect with customers and gather information.
<b>Delivering Value</b>	Creating and delivering value. Key behaviors identified for delivering value during customer interactions. Includes taking ownership, promoting products, and checking for satisfaction.
<b>Empathize &amp; Apologize</b>	Two communication skills used to diffuse potentially confrontational situations are discussed and practiced.
<b>Common Complaints</b>	Applying skills from training to real world customer complaints faced by field technicians and delivery personnel. This is a skill practice with feedback.
<b>Review of the Day with Next Steps</b>	Committing to immediate implementation.

