Creating a Service Culture:
The Service Leader’s Role

Program Highlights:
Many service initiatives are built upon “a fix”—a three-month or one-year initiative to make the organization customer-service focused. But creating a service culture is not a one-time, skills-training event. It’s an ongoing organizational commitment driven by effective service leaders.

Once the strategic focus is defined, service leaders need to know exactly how to make the service vision a reality. This course helps leaders identify barriers to service excellence and provides them with five leader practices to create a service culture.

Certification:
DDI Continuing Education (CEU’s)
HRCI recertification points for PHR, SPHR & GPHR

Next Steps:
Related Courses:
Influential Leadership
Senior Management Session for Service Plus®
Service Plus® Health Care: Building Patient Loyalty

Benefits:
Helps Leaders:
• Choose opportunities to use authority and influence to improve customer service.
• Focus their efforts and those of the service providers to achieve the results most important to customers.
• Inspire service providers to take actions that create customer loyalty.

To learn more visit LFCCworkforce.com or call 540-868-7021
# Course Outline

4 Hours

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESCRIPTION</th>
</tr>
</thead>
</table>
| UNIT 1: The Importance of the Service Leader  (40 minutes) | - Participants watch “The Road – Part One.”  
- Module objectives are covered. Participants introduce themselves and discuss the obstacles encountered by the leader and the service providers in the video.  
- Participants visualize the obstacles they and their service providers face as bricks in a wall, and discuss the impact of these obstacles on customers, service providers, and themselves.  
- The facilitator reviews the Service Success Loop.  
- The workshop agenda is covered.  
- The facilitator introduces the Service Culture Analysis Worksheet.  
- Administrative details are covered. |
| UNIT 2: Creating an Operational Service Vision  (70 minutes) | - Participants watch “The Road – Part Two.”  
- Participants review a list of common customer expectations and pick one that is important and offers the greatest opportunity for improvement.  
- Participants write their selected customer expectation on their Service Culture Analysis Worksheet.  
- On their worksheet participants write one service objective to support meeting or exceeding the selected customer expectation.  
- Participants review tracking and measuring guidelines and examples and write a tracking strategy on their worksheet.  
- Participants brainstorm ways to build service provider commitment using the above criteria.  
- Participants watch “The Road – Part Three.” |
| UNIT 3: Creating Customer-focused Work Processes  (35 minutes) | - Participants discuss the things that make a work process customer focused.  
- Participants brainstorm a list of the things customers might say or do when a work process isn’t as customer focused as it could be.  
- Participants review the characteristics that indicate a work process is not focused on meeting customer expectations.  
- Participants write what customers say or do when a work process isn’t as customer focused as it could be, and troubleshoot the work process. |
| UNIT 4: Building Partnerships  (35 minutes) | - Participants simulate the actions of departments that fail to meet a customer’s expectations because of ineffective partnerships.  
- On the Service Culture Analysis Worksheet participants write the name of a group their service providers work with and identify what the service providers might be doing to hinder the partnership. |