

“If you don’t take care
of your customers,
someone else will.”

–Ken Blanchard



LEGENDARY SERVICE®

Involve your people in delivering an exceptional customer-service experience

Quality customer service can be achieved only through motivated, loyal, and empowered employees who have the knowledge and authority to resolve customer issues. Every company knows that great service is paramount to organization success, yet few have a proven plan to build a customer service culture that empowers employees to take ownership for driving improvements, innovations, and cost savings.

We define Legendary Service as consistently delivering ideal service that keeps customers coming back and results in a competitive edge for your organization. With the cost of gaining a new customer being six to seven times higher than retaining an existing customer, delivering Legendary Service is a smart investment. This program provides a systematic approach over time that enables service to become the competitive edge for your organization.

BENEFITS

- Build a brand and culture based on service
- Reduced cost of sales
- Increase revenue
- Retain internal and external customers
- Expand your sales force with the people who follow you in social media
- Unleash a caring, customer-driven organization, known for consistently delivering Legendary Service

THE KenBlanchard®
COMPANIES



PROGRAM FORMAT

The Legendary Service program is designed to focus on two audiences: a one-day workshop for ALL employees, since everyone has customers; and a half-day workshop for managers where leaders focus on the critical role and responsibility of implementing the company's service culture through its employees, as well as crafting a plan on how to support their employees to better serve THEIR customers.

Both use the **ICARE** acronym to teach the Legendary Service concepts:

Ideal Service—day-to-day great customer service delivery by acting on the belief that service is important

Culture of Service—communicating a strong vision and values that guide behaviors focused on a service environment

Attentiveness—knowing customers and their preferences

Responsiveness—demonstrating a genuine willingness to serve customers and fulfill their needs

Empowerment—taking the initiative to respond quickly and effectively to customers

“People talk about really great service and really poor service. Our goal is to work on delivering the type of service people brag about”

—Kathy Cuff,
Program Coauthor

The fast-paced and interactive program focuses on developing participants' personal service vision in alignment with the organization's imperatives. Skill building includes active listening skills, resolving difficult situations, and using best practices when interacting with customers.

WHO SHOULD ATTEND?

Service providers and service champions who are faced with providing the framework and leadership to create an organization known for its Legendary Service

TOOLS AND RESOURCES KIT

An interactive PDF file providing a full year's worth of activities that an organization can use to sustain Legendary Service training well beyond the classroom.

PODCAST SERIES

A series of five podcasts reinforces the learnings of the ICARE Model. The podcasts are available for employees to access at their convenience and complete at their own pace.

For more information, contact your Blanchard Sales Associate.

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