

Fixing What is Broken: Encouraging Customer Loyalty Through Service Recovery

Course Description: Too often, service providers don't recognize the impact of a breakdown in customer service. When the customer's needs are not met, or when they perceive this to be so, everyone loses --- the organization, employees and customers. Through discussion and activities, participants will explore a variety of real-world situations in which service has broken down. They will also develop strategies for prevention and recovery when breakdown does occur.

Learning Outcomes: At the end of this session and when applying concepts discussed and demonstrated, participants will be able to:

- Recognize potential and actual service breakdowns
- Diagnose potential causes of service breakdowns
- How to handle service breakdowns successfully
- Use policies to assist, not anger customers
- Adapt strategies for dealing with customers when their expectations or needs are not met

Learning Strategies: Small group discussion
Lecture
Brainstorming
Small group activities

Who Should Attend? Anyone engaged in interactions with internal or external customers

Course Duration: One Half (1/2) Day

Audience Size: Twenty-four (24)

Prerequisites: See *Additional Information* below

Additional Information: For this program to be effective, prior to its being offered, managers must ensure that there is an effective customer service recovery policy in place. Additionally, frontline employees must have been granted an adequate degree of authority to implement it at their level. *Robert W. Lucas Enterprises* can provide consulting services to help you develop such a policy, if none currently exists.