It's no secret that world-class customer service puts you head and shoulders above your competitors. But what many organisations find difficult is defining how to **truly achieve and sustain consistent service excellence**.

Over the many (many!) years we’ve been designing and delivering bespoke customer service development solutions, we have collaborated with hundreds of organisations to embed a sustained culture of customer service excellence.

Customers include IKEA, English National Ballet, NEC, Welsh Water, BP and Virgin Media, as well as local authorities, housing associations and organisations in the health and education sectors.

Through this vast and varied experience, we have identified what’s missing from the more traditional training programmes and have crafted a new suite of avant-garde customer service workshops.

**This is How to Wow...**
How to Wow programmes are designed to develop customer facing teams in a range of environments including (but not limited to):

- tourist attractions
- exhibitions
- museums
- conference venues
- concert venues
- airports
- railway stations
- show rooms
- sports venues
- retail stores
- hotels
- car parks
- telecoms retail
- gyms
- leisure clubs
- universities
- receptions
- department stores
- hospitals
- banks
- estate agents
- supermarkets
- schools...
“I stand upon my desk to remind myself that we must constantly look at things in a different way”

Dead Poet’s Society
Build a ‘Me Brand’. Build confidence.

Confident people are better at assertive behaviours, great at engaging others and more likely to take ownership and build trust. We draw on acting methods and NLP techniques to take delegates through a personal journey. We help each individual to identify and embrace their own ‘Me Brand’ that enables them to find and nurture their mojo.

One size does not fit all! We don’t want to create customer service robots, we just want you to be even better at being you.

Use space & motion to make yourself identifiable & approachable.

It’s time to take ‘body language’ to another level and learn a thing or two from Marcel Marceau’s school of mime! Whether your workplace is packed with crowds or just pockets of customers, harnessing the power of space and the rhythm of the people around you is crucial to truly standing out in your environment.

Actions speak louder than words (especially in busy environments!) Shout “I am here! And here to help!” …without even saying a word!
Change the focus from communication to conversation.

Using activities like Colour of Communication self-assessment tool and The Generation Game, we equip delegates with a bundle of techniques to understand and adapt to different customer groups. We focus on how to engage; how to start conversations; and how to create an experience that leaves a positive, lasting impression upon the minds of those we meet.

Don't just communicate, connect. Create memorable moments!

Unconscious Bias busters to ensure a fair & consistent service

We make thousands of rapid, unconscious decisions on a daily basis to filter through stimuli that bombard us every minute of every day. We are also hard-wired to prefer people who look and sound like us. Together this can create unconscious bias that affect our behaviour toward or against individuals or groups of people. In turn, this impacts on service!

Consistency is key! Great service is for everyone, not just those that subconsciously we feel most comfortable with.
Learning Outcomes

- Recognise, develop and use a ‘Me Brand’ to engage confidently with customers
- Use every customer interaction as an opportunity to impress
- Develop the know-how to really build rapport with customers by creating a conversation, and not by just communicating
- Know how to be visible in the customer service space and stand out in a crowd
- Take personal ownership of the customer experience appropriate to the situation and customer environment
- Use a variety of creative expressions and communication techniques to deliver messages and engage
- Identify different customer personalities and develop strategies for managing and engaging with each different customer type
- Be more aware of our individual biases and how to minimise them

“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

Maya Angelou
Business Benefits

- Improved business performance
- Reduction in customer complaints & dissatisfaction
- A stimulated organisation that lives & projects values better
- Enhanced colleague engagement & retention
- Increased customer ratings & loyalty
Essentially, our approach is abundantly flexible. But we’ve picked the top 5 things we think you’d like to know about us:

1. At Righttrack, we specialise in developing solutions that fit organisational objectives and values like a glove. And that includes handpicking a project team to align experience with the needs of the organisation, and style to the needs of your teams.

2. We are committed to working with you to maximise your budget so if there’s a way to get a bigger bang for your buck, or reduce cost, we’ll let you know. We don’t make assumptions, we give you choice.

3. It’s important to us that we provide a memorable and absolute customer service. We promise to respond to you within 2 hours of getting in touch. We don’t want to be ‘just some supplier’; we’d much prefer to be your training partners.

4. Training isn’t just about rolling through a bunch of slides, it’s about winning hearts and minds. We will work with you to implement strategies that keep the learning alive long after the training is finished.

5. It’s important to you, to your stakeholders, as well as to us that we demonstrate ROE / ROI at the end of a project. We are committed to going beyond reaction sheets into actual learning, behaviour change and tangible business results. It makes a difference to us that we make a difference.
If you want more information about How to Wow Customer Service workshops, or just want to chat about how we can address your organisations’ development needs,

call +44 (0)121 222 7313 or email enquiries@righttrackuk.com