



Integrity Service®

is a comprehensive service skills training curriculum which becomes the framework for improved customer satisfaction and loyalty.

Exceptional customer service involves attitudes, values, and beliefs as well as skills.

Simply teaching service skills without addressing the importance of attitudes and motive will seldom, if ever, result in a positive customer experience.

Unique Features

- **Structured Follow-Up** – Ensures accountability for application
- **Engages Managers** – Provides resources to model and coach exceptional service
- **Principles Based Content** – Presents communication principles that can be applied by everyone
- **Holistic Approach** – Impacts attitudes, motives and values plus skills

Key Implementation Elements Include:

- A pre and post service skills inventory
- A highly interactive 1/2 day seminar
- A seven-week structured follow-up course that builds accountability for application
- Supportive coaching strategies
- Reinforcement job aids
- 6 Performance Accelerator modules

Implementation Timeline



What People Learn

All Employees

Identify and serve internal and external customers

A six-step communication process

Problem solving/service recovery

How attitudes, motives and values affect service

A simple Behaviour Styles® model

Leaders, Managers and Supervisors

Model and coach appropriate behaviours

Create a climate where employees feel appreciated

Support and reward customer-focused behaviours

Resources for ongoing reinforcement

Benefits

Organisations implementing Integrity Service® have enjoyed the following benefits:

- Improved employee engagement
- Better relationships between managers and staff
- Increased customer satisfaction and loyalty
- Enhanced teamwork and collaboration
- Improved internal communication
- Decreased turnover

Experience Integrity Service®

Interested organisations can experience Integrity Service® quarterly in Nashville, TN or Scottsdale, AZ, by participating in a trainer certification. Call for upcoming seminar dates and a detailed agenda.

“ The central issue is never about strategy, structure, culture and systems. All of these elements, and others, are important, but the core of the matter is always about changing the behaviour of people. ”

– John P. Kotter, *The Heart of Change*