

# Legendary Service®

## Build an Unforgettable Culture of Service

### Keep your customers coming back for more

Every company knows how impactful great customer service can be, but few have a proven plan to build a service-oriented culture that will leave a lasting impression on the people they serve.

You want a culture that is dedicated to excellent service, where all employees are empowered to resolve issues and provide a great experience for your customers. It can be frustrating for business leaders to recognize that their organizations lack a service mindset. Employees might not even realize they have internal customers to serve. When that happens, friction and low collaboration are the likely results.

When employees aren't trained and empowered with a service mindset, this can create a culture where employees don't help each other reach their goals or take care of their customers the way they should. Without employees who are equipped to go above and beyond, customers can be left unsatisfied and looking elsewhere.

Your employees and customers deserve to feel valued in every interaction with your company. Legendary Service® teaches your people how to consistently deliver exceptional service that will support their colleagues, keep your customers coming back, and create a competitive edge for your organization.

### Outcomes



Increase Customer Loyalty



Drive Social Referrals



Reduce Cost of Sales



Build Morale and Collaboration



## Learning Objectives

- Define their personal service visions
- Identify customers' needs and wants
- Practice their new skills for building customer satisfaction and loyalty
- Develop strategies to empower themselves and create an action plan

### The Legendary Service Model



A framework for how to deliver ideal service

### Proven Formula to Build a Service-Minded Culture

When your employees are empowered to provide excellent service, they create raving fans who recommend you to their friends and family. Internally, people will start treating each other better, and collaboration, innovation, and employee productivity will rise throughout the organization.

Delivering great customer service is vital to the success of your business, yet creating a service-focused culture can be challenging. By offering the right training, you can instill a culture of service throughout your organization and start creating legendary service experiences that people will rave about.

### Flexible Options to Meet Your Needs

#### In Person

In-depth Learning • Application • Practice • Action Planning

**Instructor-led Training:**  
1-day session

#### Virtual

In-depth Learning • Application • Practice • Action Planning

**Virtual Instructor-led Training:**  
Three 2-hour virtual sessions

#### Online

Awareness • Application • Performance Support

**Digital Assets:** Set of micro-activities, including videos, interactions, and worksheets that learners can access in moments of need to support ongoing learning, performance support, reinforcement, and custom learning journeys

### Who Should Attend?

- Mid-level or new managers or supervisors
  - Customer service employees and their managers •
- All employees who have internal customers



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