WSQ – SERVICE EXCELLENCE LEVEL 1

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LESSON PLAN

DAY 1

1. Course Introduction & Administration (课程介绍和管理)

- Ice Breaker
- Logistic details
- Course objectives

2. Professional Image and Persona (专业形象和个性)

- Recognize the impact of professional image and persona
- Project a professional image and persona

3. Effective Communication Skills (有效的沟通技能)

- Principle of effective communication skills
- Demonstrate effective communication skills when interacting with customers
- Non-verbal communication skills

4. Customer Types (顾客类型)

- Types of customers
- Customer needs and expectations

5. Service Qualities (服务品质)

- Qualities and characteristics of a service professional
- Importance of go-the-extra-mile for service to oneself and the organization
- Methods to exceed customer expectations
- Principles of effective communication

6. Customer Experience (顾客体验)

- Positive customer experience
- Methods to offer customised and personalised service
- Organization's guidelines
- Areas of improvement

LESSON PLAN

DAY 2

7. Feedback (提出意见)

- Methods to escalate areas of improvement to enhance customer experience

8. Revision (复习)

- Practical Performance – Role play (A 1 – 8)
- Oral Questions (K 1 – 9)

9. Course Administration (课程管理)

- Evaluation feedback

10. Assessment (测验/评估)

- Assessment brief
- Practical Performance – Role play (A 1 – 8)
- Oral Questions (K 1 – 9)
- Brief outcome of assessment

Learning Objectives

Upon completion of this module, learners must be able to successfully perform the following:

1. Recognize the impact of one's professional image and persona on the organisation
2. Project a professional image and persona in accordance with organisation guidelines
3. Demonstrate effective communication skills when interacting with customers at the workplace
4. Recognize the diverse range of customers and their needs and expectations
5. Demonstrate the qualities and characteristics of a service professional when delivering Go-the-Extra-Mile Service to exceed customer expectation
6. Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines
7. Escalate feedback on areas of improvement to enhance the customer experience

Learning Objectives # 1

Recognize the impact of one's professional image and persona on the organisation

(认识到个人职业形象和人格对公司的影响)

Professional Image and Persona

Recognize the impact of one's professional image and persona on the organisation



What is Professional Image (专业形象)?

- A professional image is the image that one projects about themselves based upon appearance and reputation.
- Image can be conveyed as professional by the way that you dress, the way you speak, the way you respond to others, and the way that others speak about you.



What is Persona (角色)?

- Persona is defined as the conduct of personnel at work which characterises the organisation (their employer) as well as the service industry

Professional Image and Persona

Typical traits of a persona:



- Self-respect
- Have respect for others
- Able to know how to perform oneself role and responsibility
- Accountable for oneself actions
- Persistent in solving problems

Persona can be projected through:



- Professional image
- Demeanour i.e. outward behaviour or bearing
- Communication style

Professional Image and Persona

What is the impact of one's professional image and persona on oneself and the organisation?

For Oneself

- Job satisfaction, for example, being remembered by customers
- Increased opportunities for recognition and reward due to superior work performance
- I feel a sense of achievement and satisfaction
- Customers remember me because they feel good about my service
- I feel proud and good about what I can do to make my customers happy

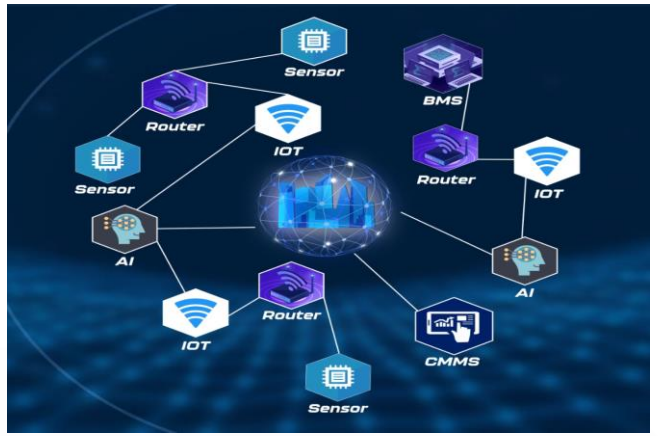


Professional Image and Persona

For Organisation

- Enhanced reputation
- Increased customer loyalty
- Improved competitive edge
- Improved service standards
- Increased profit margin





















Learning Objectives # 2

Project a professional image and persona in accordance with organisation guidelines

(根据公司准则树立专业形象和个人形象)

Project a professional image and persona in accordance with organisation guidelines

Methods to Project a Professional Image and Persona

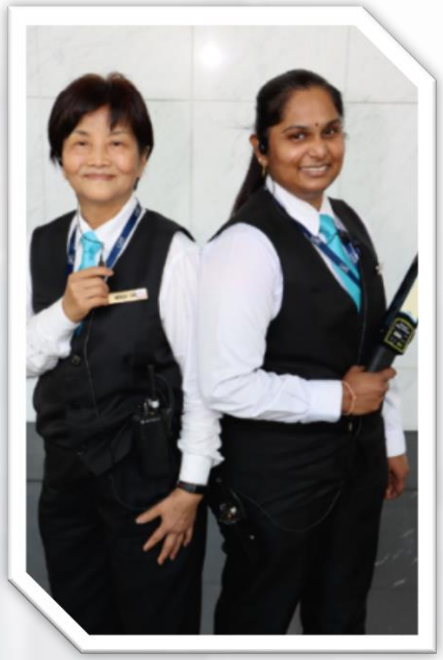
1. Personal attire / dressing
2. Personal grooming
3. Personal behaviour
4. Personal hygiene
5. Communication skills
6. Courteous and friendly



Project a professional image and persona in accordance with organisation guidelines

Personal grooming includes:

- Hair
- Make-up
- Adornments / Accessories
- Working attire / Uniforms
- Name tag
- Shoes





Personal hygiene includes:

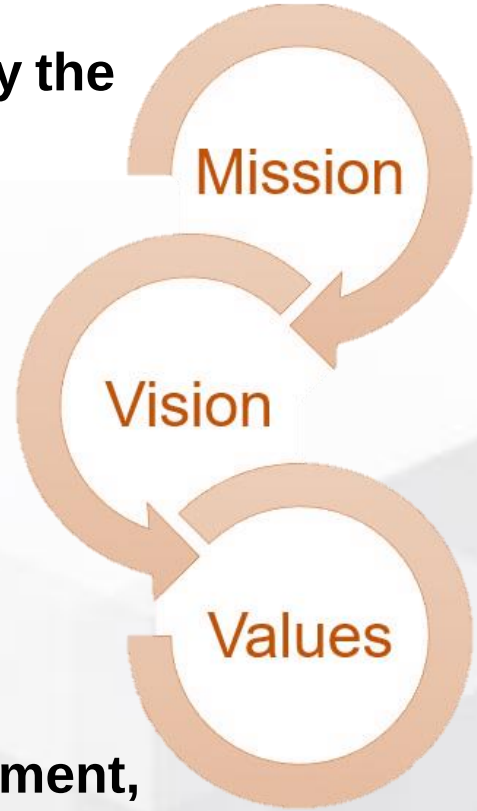
- Hair
- Oral hygiene
- Hands and nails
- Body odour

Mission, Vision, Value & Goals (MVVG)

Definition:

Vision:

Core ideology which defines what the organization stands for and why the organization exists Envisioned future defines what the organization aspires to become and the Service vision



Mission:

An organisation’s mission statement defines the organization's purpose and primary objectives

Core Values:

An organisation’s values describe the core principles that guide an organisation’s work. An organisation’s values are Teamwork, Commitment, Ownership, Recognition, Service excellence, Personal development

Mission, Vision, Value & Goals (MVVG)

CBM Vision & Mission:

Vision:

CBM aims to be a premier provider of total facilities management services, offering sustainable solutions to all our clients.

Mission:

We strive to provide prompt, reliable, and value-added integrated services to exceed clients' expectations through innovative and sustainable solutions.



https://www.cbm.com.sg/about-us

Mission, Vision, Value & Goals (MVVG)

CBM Core Values



Commitment

- Fostering trust with internal and external clients by delivering quality service
- Being conscientious at work and committed to company



Being the Best

- Continuous improvement
- Learning, Competency, Process (Safety, SOPs, Consistency)



Making a Difference

- Exceeding expectation
- Supports innovation, creativity and resourcefulness



Teamwork

- Nurturing a collaborative, engaging and enjoyable environment
- Includes high level of honesty, accountability and trust
- Leverages individual strengths to achieve common goal

Learning Objectives # 3

Demonstrate effective communication skills when interacting with customers at the workplace.

(在工作场所与客户交流时,展示有效的沟通技巧)

Demonstrate effective communication skills when interacting with customers at the workplace.

Principles of effective communication skills:

a. **Verbal Communication Skills**

b. **Non- Verbal Communication Skills**

Principles of Effective Communication Skills

a. Verbal Communication Skills

- Using customer-friendly language that is positive, open and inclusive
- Speaking clearly and concisely
- Listening carefully and asking questions to clarify
- Providing information to customers
- Seeking feedback from customers
- Providing information and feedback to others
- Seeking feedback from others
- Confirming that communication has been received and understood
- Paying attention to non-verbal communication cues
- Using facial expressions and body language that present a professional and respectful image

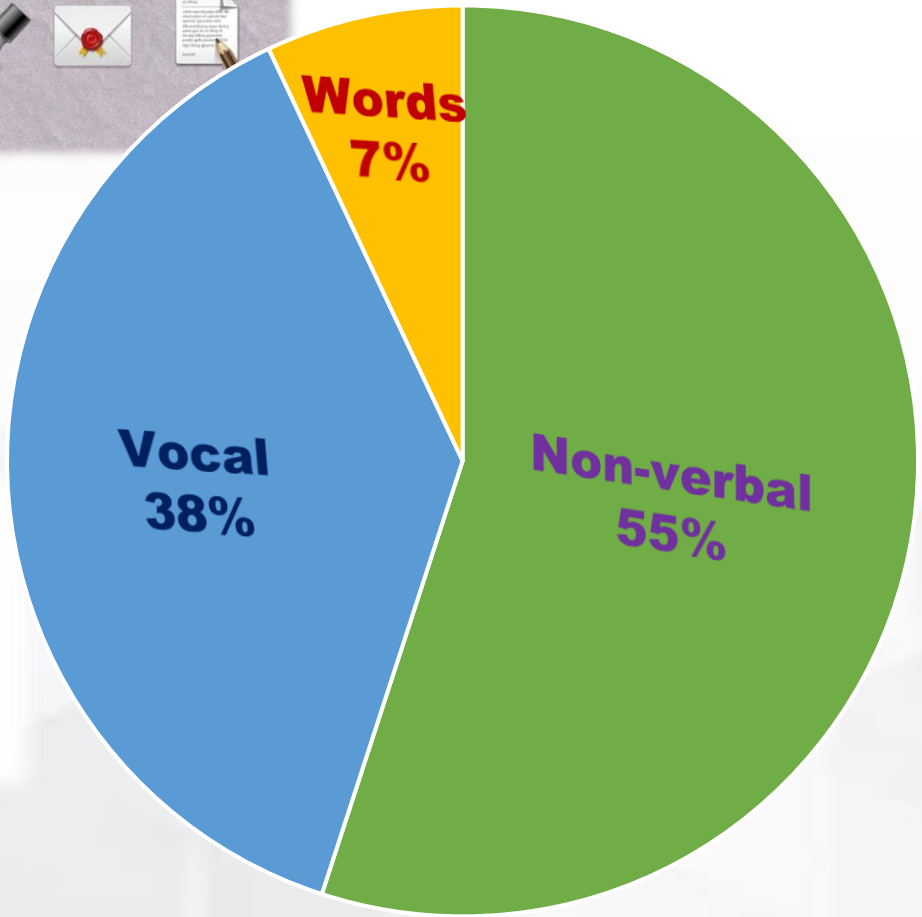


How Much of Communication Is Non-verbal?

Communication is **55% nonverbal**, 38% vocal, and 7% words only - *Albert Mehrabian*.







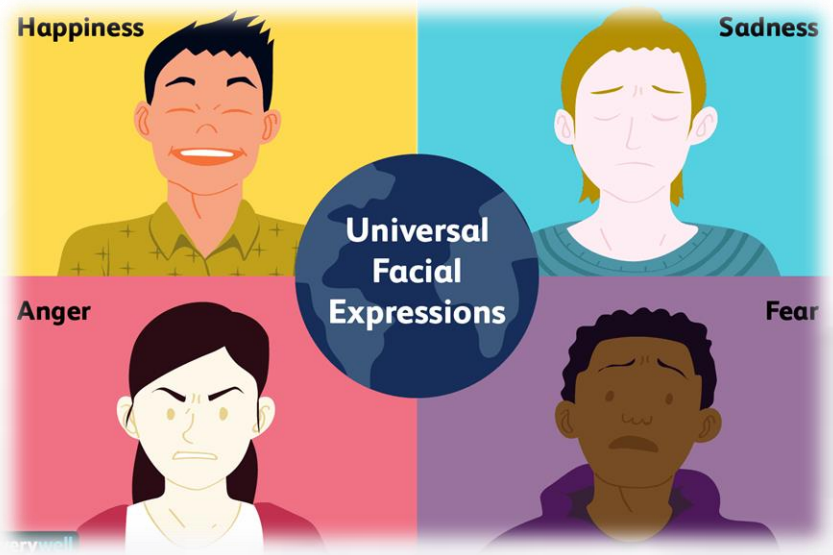
Non-verbal:

1. Facial expressions
2. Gestures
3. Paralinguistics (such as loudness or tone of voice)
4. Body language
5. Proxemics or personal space
6. Eye gaze, haptics (touch)
7. Appearance
8. Artifacts (objects and images)

Principles of Effective Communication Skills

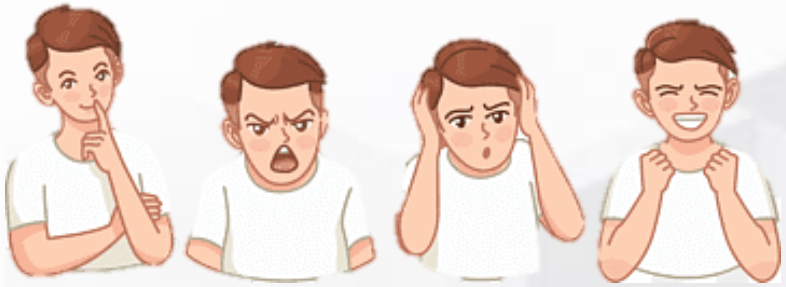
b. Non-verbal Communication

- Transmission of messages or signals through a nonverbal platform such as eye contact, body language, touch, voice etc.



Facial expressions. The human face is extremely expressive, able to convey countless emotions without saying a word.







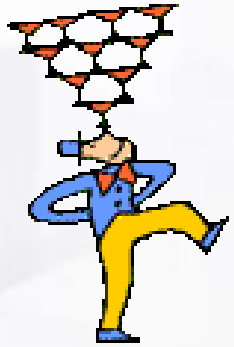
Tone - It's not just what you say, it's *how* you say it.

Body Language - perceptions of people are affected by the way they sit, walk, stand, or hold their head.

Skills of an Effective Customer Service Personnel

Technical Skills:

- Product knowledge
- Co.'s policies
- Knowledge of colleagues in other depts, responsibilities/duties
- Co.'s past performance / experience
- Co.'s future plans & developments



Enables You to:

- Display & communicate details to customer
- Deliver effective customer SVC, reduce delays
- Keep promises made to customers
- Improve & maintain communications in co.

Skills of an Effective Customer Service Personnel

Interpersonal Skills:

- Written & Oral abilities
- Presentation skills
- Listening skills
- Empathy & understanding
- Put message across in simple, meaningful, easy-to-understand manner



Enables You to:

- Effective communication
- 2-way communication
- Ensures correct info
- Build rapport with customers
- Trust, leading to customer loyalty

Body Language (肢体语言)

Posture	The arrangement of our body or limbs in a standing or sitting position.
Facial Expression	The emotional responses displayed on our faces.
Gestures	The movement that we make with parts of our body. E.g. Hands movement while talking to express emotions.
Tone of Voice	Intonation and volume of our voice projection.
Eye Contact	Look and expression shown from our eyes.
Proximity	The nearness between people.

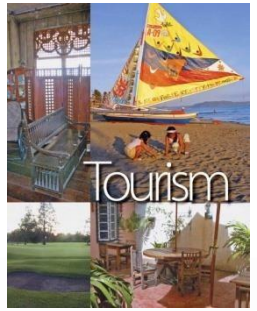


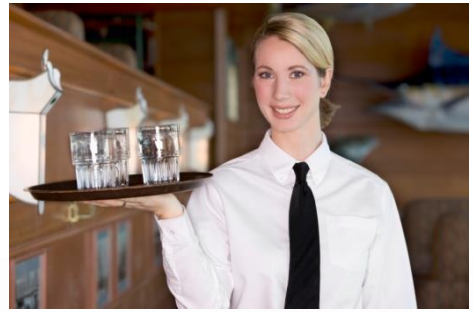
Section 4 – Customer Types

- **Industry:**
  - **Retail**
  - **Tourism**
  - **Hospitality**

CS is for whom?







- **Internal Customers**

Other people in the organization who work along side one another to provide service to the external customer E.g. Colleagues, supervisor, subordinates, other department within the organisation





- **External Customers**

People who purchase goods/services from your organisation. E.g. Service partners, new customer, Loyal / repeat customers, Tourist, Customer with special needs

Pictures from Google

Learning Objectives # 4

Recognize the diverse range of customers and their needs and expectations.

(认识到客户的多样性及其需求和期望)

Section 4 – Customer Types

What is Customer Service (CS)?

Customer service is the provision of service to customers **before**, **during** and **after** a service





Section 4 – Customer Types

Customer Needs and Expectations:

- **Customer needs** may be defined as problems that customers intend to solve with the services.

- **Customer expectations** may be defined as the perceived value customers seek from the service.
  - Reliability
  - Quality of service
  - Safety of service
  - Performance of service
  - Aesthetic appearance of service
  - Comfort of service
  - Durability of service



Customers with Special Needs (有特殊需求的客户)



Expectant Mothers



Multi-cultural Customers





Persons with Disabilities



Elderly / Kids





Families with young children

Section 4 – Customer Types

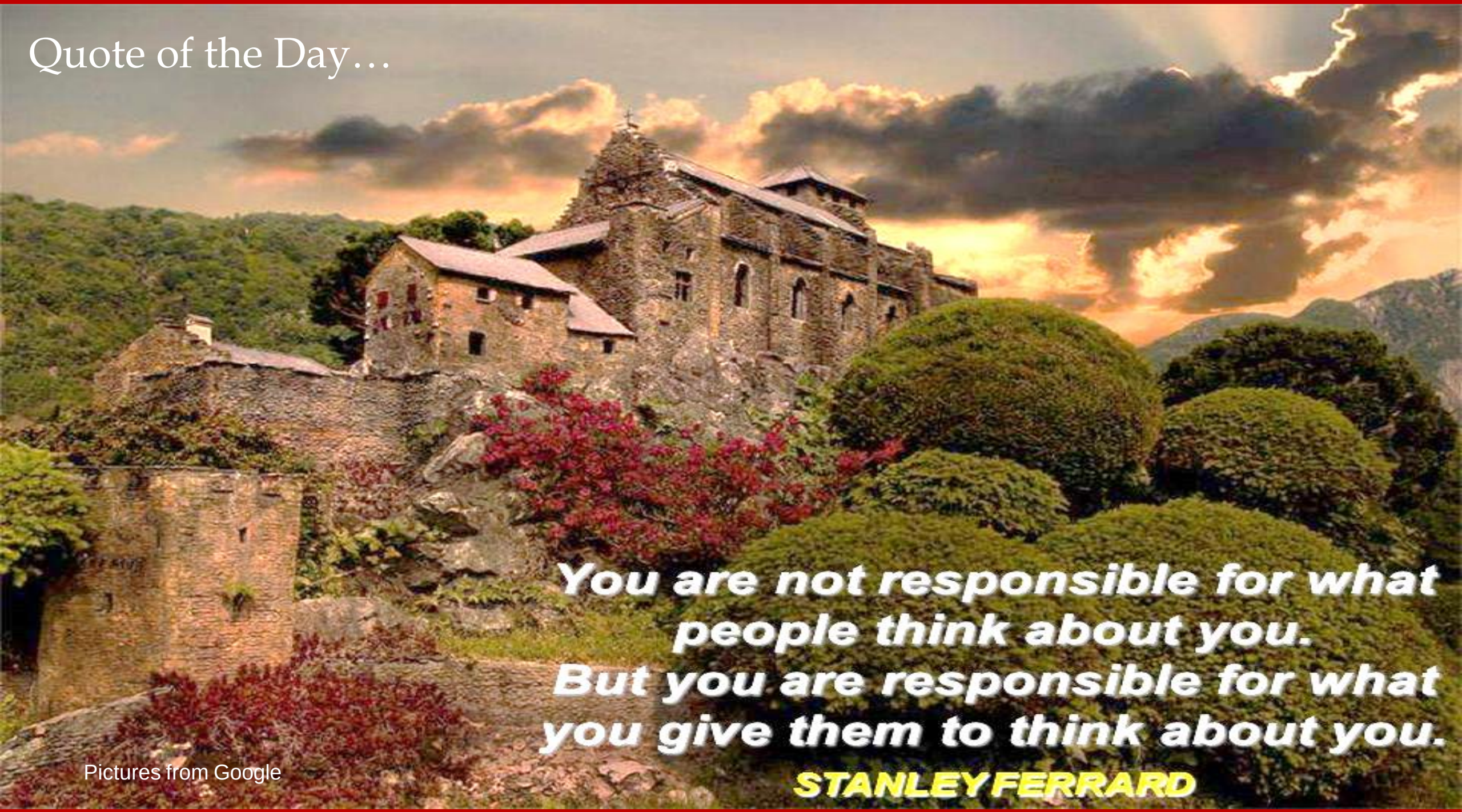
How to handle the Customers with Special Needs?



- Introduce yourself and explain that you are the service provider
- Look at the person as you speak
- Speak in your usual way – do not shout
- Speak slowly
- Use simple language, visual cues and gestures
- If necessary, write down what you want to say
- Repeat your understanding
- Use positive body language and facial expression to convey willingness to help
- Treat customer with patience
- Extend further help if necessary



Quote of the Day…



Pictures from Google

Learning Objectives # 5

Demonstrate the qualities and characteristics of a service professional when delivering Go-the-Extra-Mile Service to exceed customer expectations.

(在提供超越客户期望的 "超值服务"时,展现专业服务人员的素质和特点)

Service Qualities

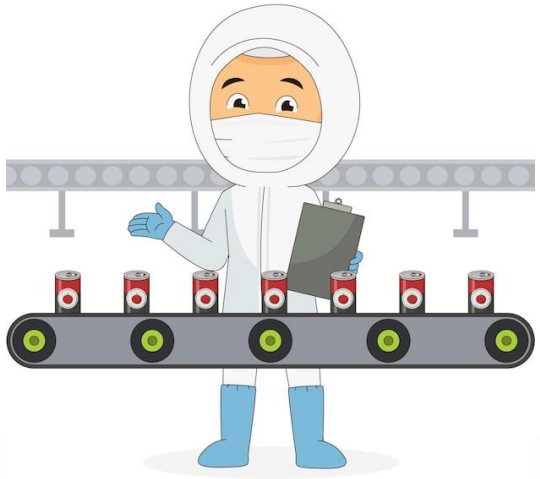
Qualities of Customer Service Professional

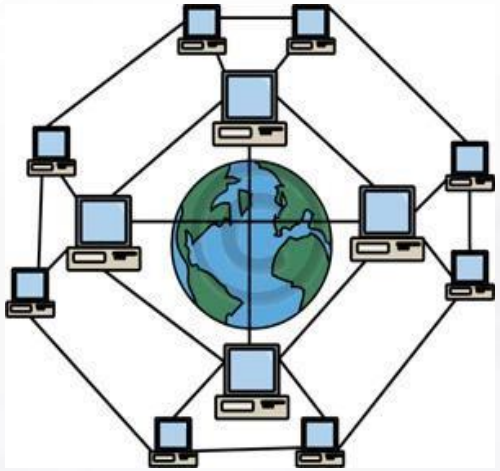
- A customer-first mindset
- Positive attitude
- Ability to work with diverse team members
- Solves problems effectively
- Provides personalized service
- Integrity
- Good communication skills
- Good listening skills
- Respect for others
- Initiative
- Consistent service
- Flexible and ability to adapt to provide Service to a diverse range of customers
- Proactive in seeking out unmet needs of customers

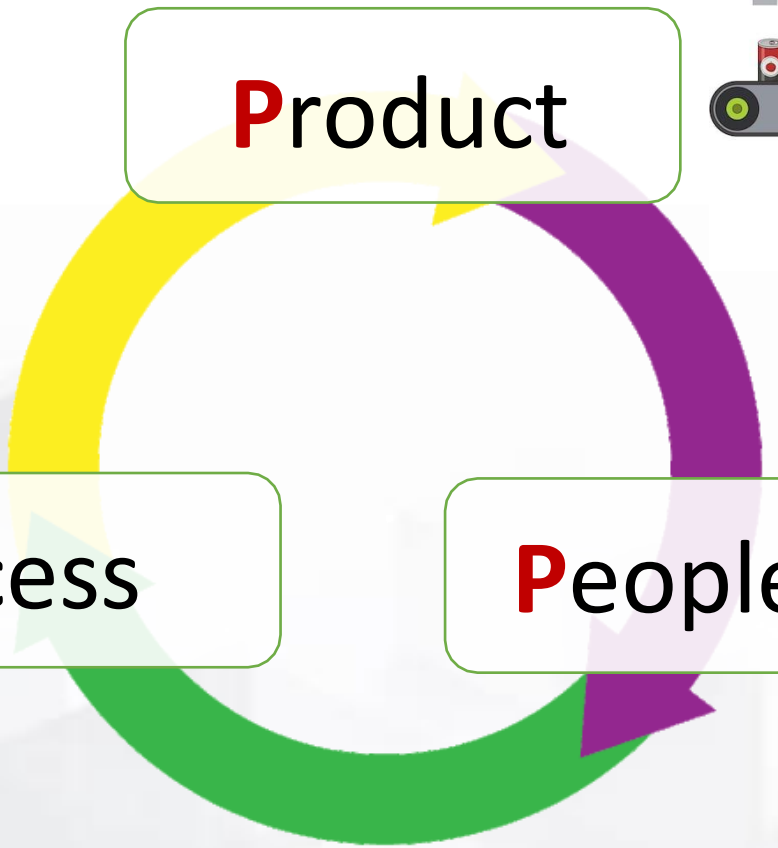


Service Qualities

3Ps in Service







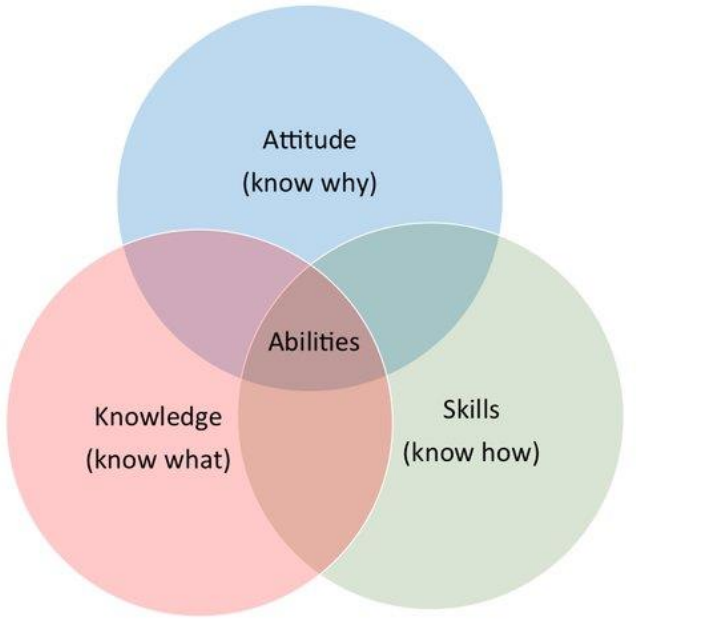


Service Qualities

PEOPLE

Staff must have the right A.S.K:

Attitude	Skills	Knowledge
• Work & people focus • Values driven	• Technical & people handling skills	• Product knowledge & general knowledge



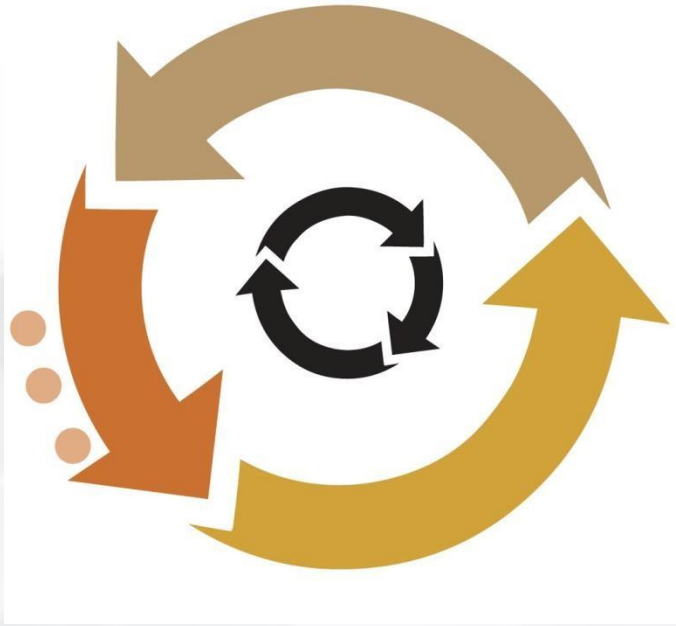
Service Qualities

The ABC Cycle

Attitude

I have no choice but to be in service…





Behaviour

Customers are such a bother! They interrupt my work. I wish I didn't have to see them so often!



Consequence

Whose Responsibility?

Everyone (Every employee)

- **Top management to ground employees every department / functions**
- **Work as a team to provide Excellent Customer Service**

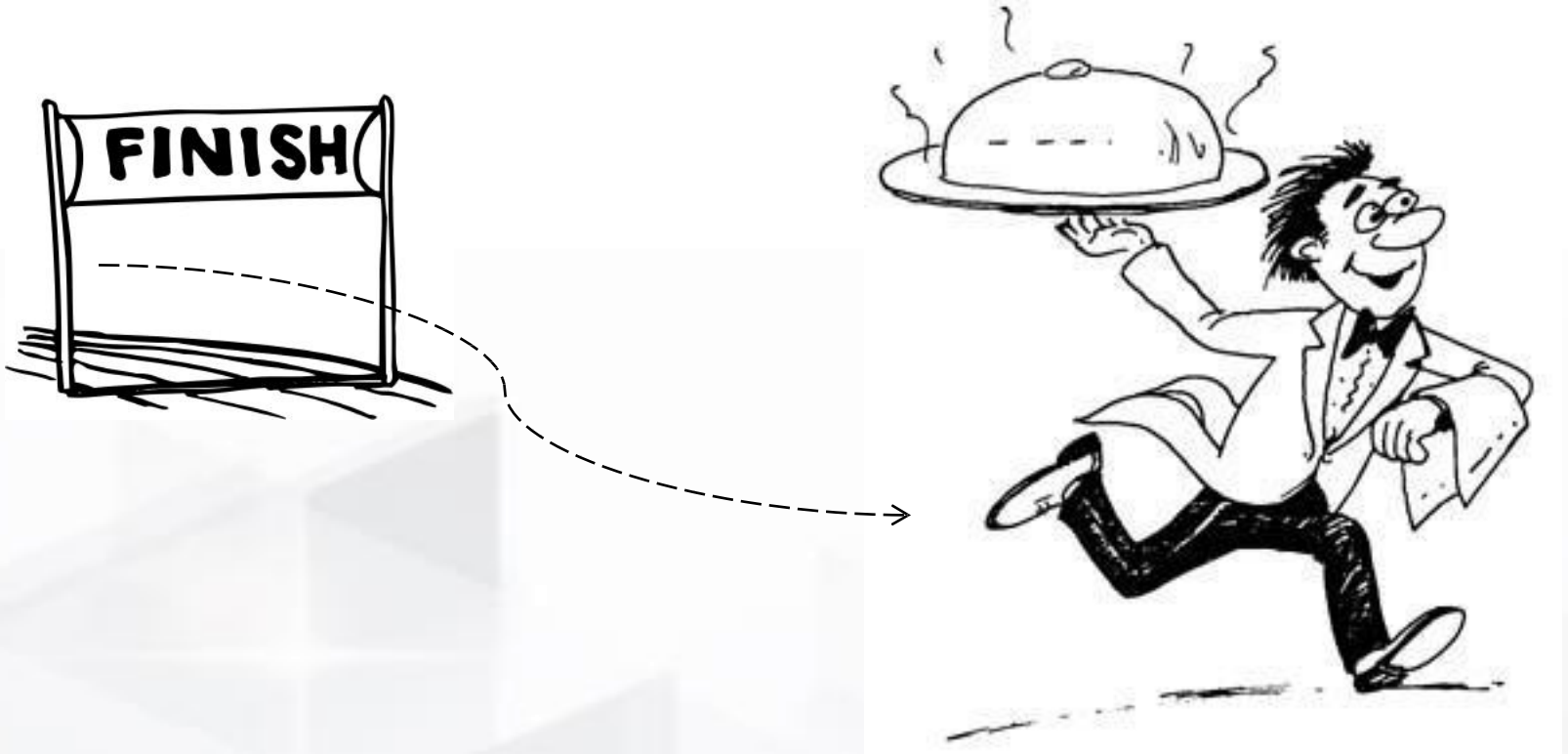
Service Qualities

Service levels



Service Qualities

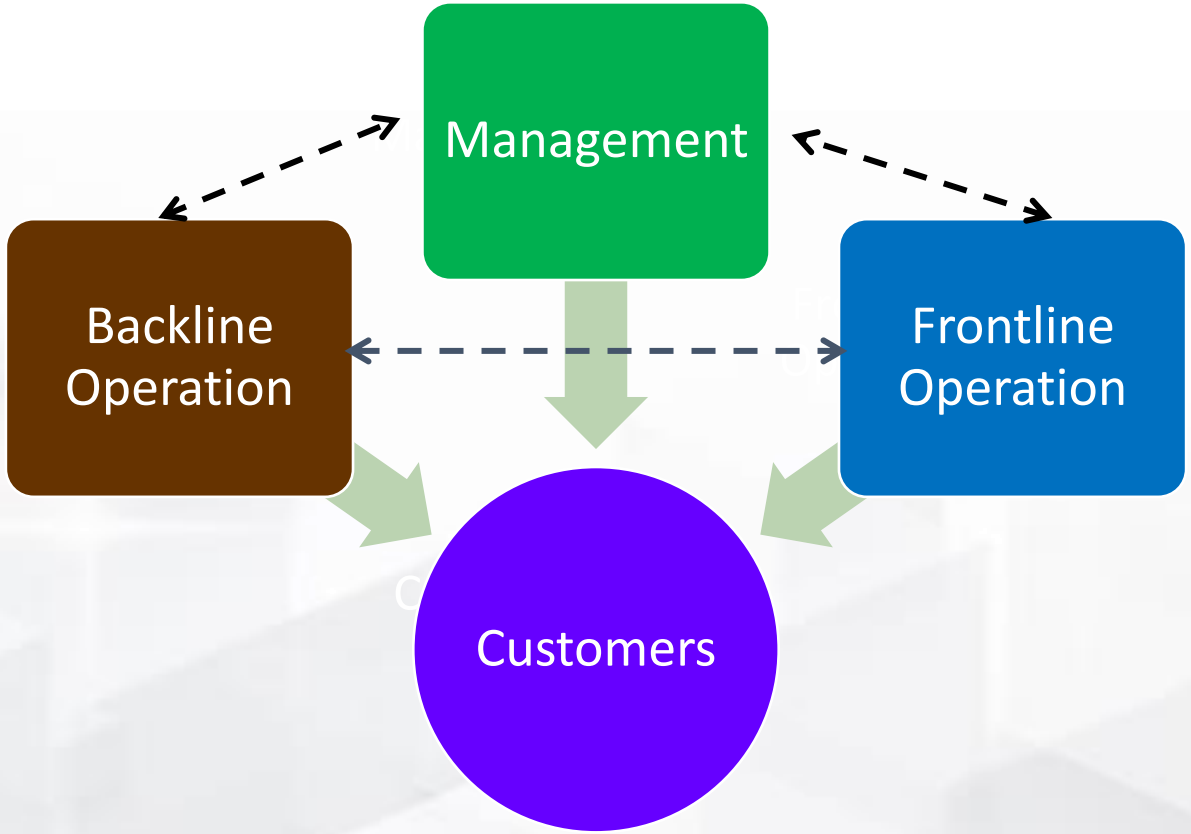
Go-the-Extra-Mile Service (GEMS)



- Go **beyond** your duties to achieve excellence services

Service Qualities

GEMS is defined exceeding both Internal & External Customer expectations



Service Qualities

Go-the-Extra-Mile Service (GEMS)



- Being aware of the different customer's needs before approaching customers
- Offering alternate solutions to customers
- Providing value-add services to customers (e.g. calling another store in the area to see if that product is available)
- Suggesting alternate choices to customers when preferred choices are not available
- Establishing rapport with customers to build relationships with customers who frequent the establishment
- Following up with customers on unanswered questions

Service Qualities

The 10 GEMS to Good Customer Service

1. Prepare and create a great first impression

2. Notice your customers

3. Smile

4. Greet- by saying "Hello", "Good Morning", "Welcome", or "How May I Help You Today?"

5. Give the customer your full attention

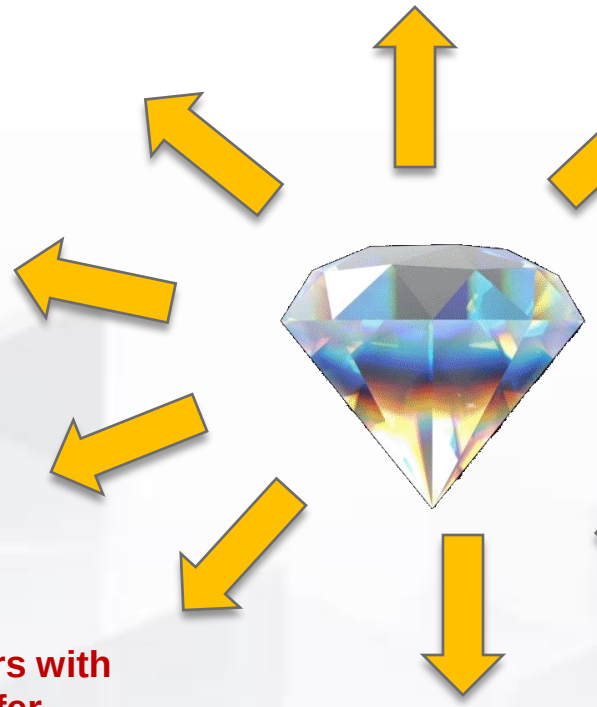
6. Know your products/service

7. Provide the customers with what they needs and offer alternatives

8. If you don't know, say "Let me check for you". do NOT lie

9. Handle upset customer Be calm, listen, apologies & take action. (CLAP! HEAT!)

10. Thank every customer ask "Can I be of further help?"



Service Qualities

Exceed customer expectations

Methods to exceed customer expectations are as follows:

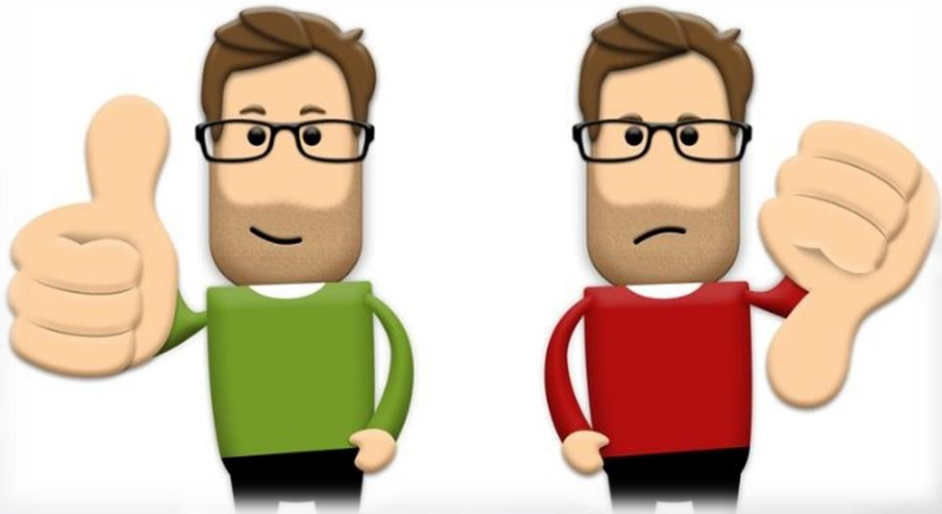
- **Demonstrating passion for the service being delivered or product being sold**
- **Engaging with customers empathetically (Put yourself in customer position)**
- **Recognizing repeat customers and referring to them by name**



Service Qualities

GEMs with a Difference!

- Customers expectations differ from one another.
- Working together as a team produces better GEMs outcome.
- Satisfied customers result in:
  - Increase in customer base (Positive Word-of-mouth)
  - Continued Business (Customer loyalty)
  - Reduced Costs (Marketing)
- Dissatisfied customers result in:
  - Increased complaints = More work
  - Loss of business / potential customers
  - Low morale



Service Qualities

Company Benefits by



Improved service delivery and quality



Positive Word-of-Mouth



Loyal Customers



Building a Competitive Organisation

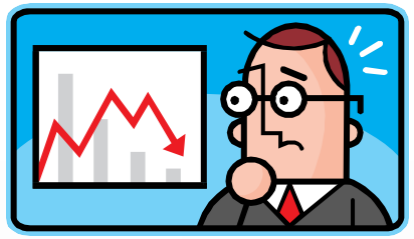
How does providing GEMs benefit me?

1. Customers remember me because they feel good about my service
2. I feel proud and good about what I can do to make my customers happy
3. I may be recognized and rewarded
4. I feel a sense of achievement and satisfaction



What Happens When Service Turns Bad?

1. Customers will complain.
2. Company will be less profitable.
3. More problems to attend to.



HOW DO THESE AFFECT ME?



Service Qualities

LISTEN vs. HEAR?

Hear is an ability.





Listen is a skill.

Are You Really Listening?

Consider these statements:

- **HEARING IS AN ABILITY**
- **LISTENING IS A SKILL**



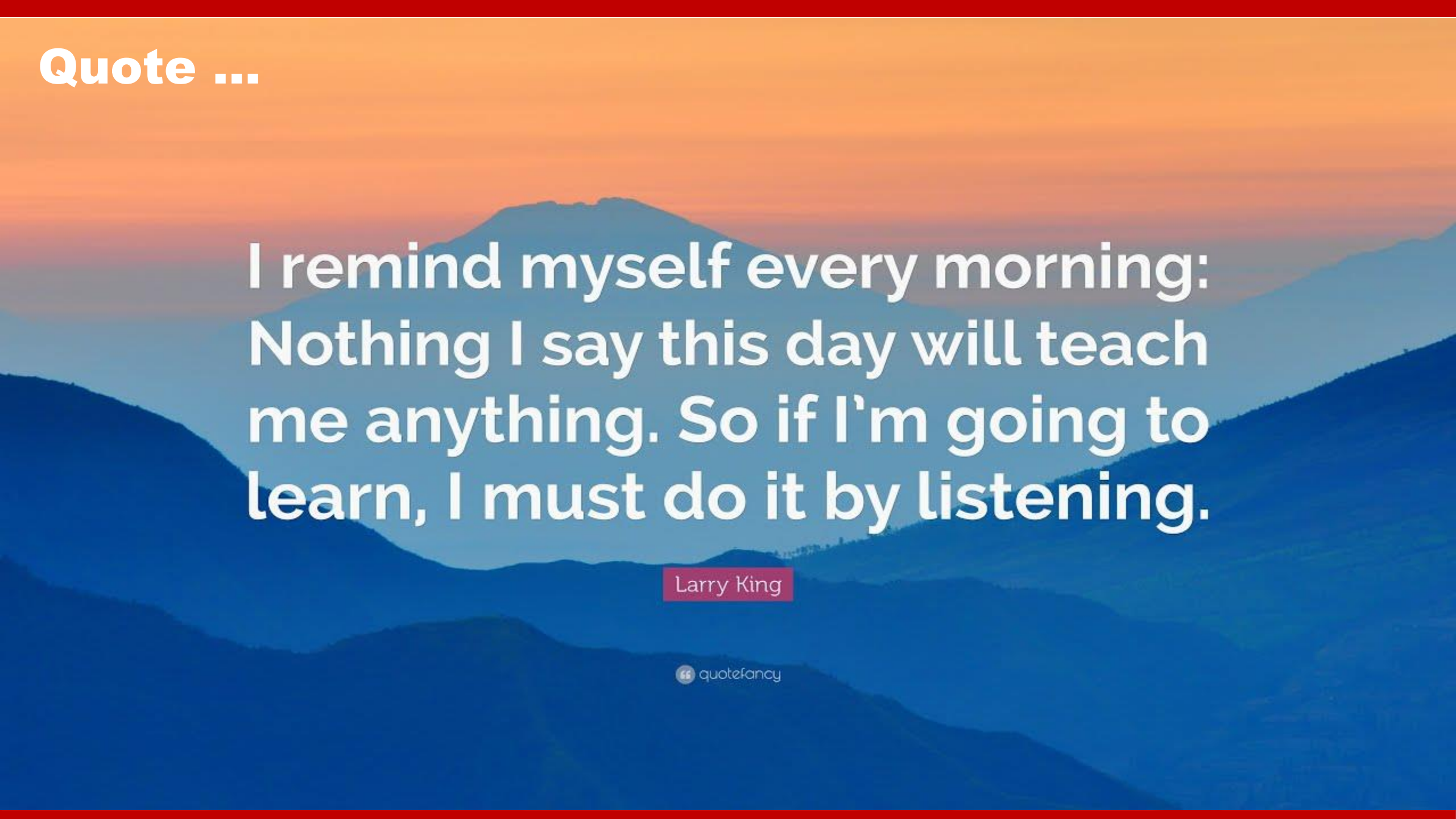




Quote .....


When you talk, you repeat what you already know; when you listen, you often learn something.
Jared Sparks
quotefancy

Quote ...


I remind myself every morning:
Nothing I say this day will teach
me anything. So if I'm going to
learn, I must do it by listening.
Larry King
quotefancy

Learning Objectives # 6

Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines.

(根据公司方针提供定制和个性化服务，创造积极的客户体验)

Customer Experience

A brand is defined by the customer's experience
The experience is delivered by the employees.

~ Shep Hyken ~



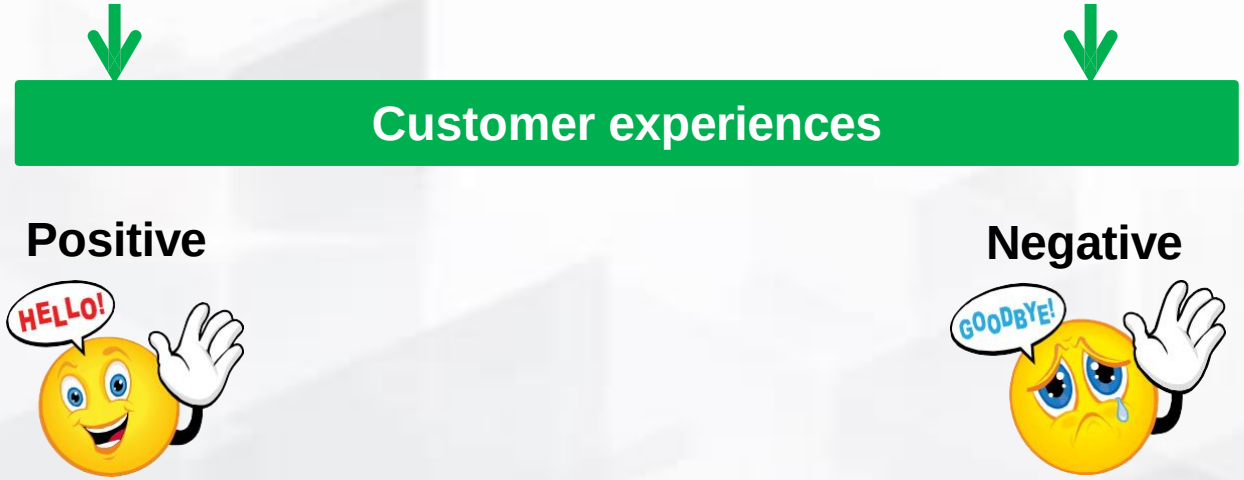
Positive customer experience

- Customer experience is the sum of all experiences a customer has with an organisation and its service
- A positive customer experience makes the customer feel happy, satisfied, justified, valued, served and cared for throughout their relationship with the organisation
- The ability to deliver a positive customer experience enhances customer loyalty and retention



Moment of Truth (MOT)

- Moment of Truth is defined as when a customer **comes into contact** with your **company** and experiences **your level of quality**
- Is it important?



Customer Experience

Methods to offer customised and personalised service

- Balancing time spent with one customer against the needs of other customers
- Treating customers as individuals
- Varying personal approaches in response to customer attributes
  - Be patient with older customers
  - Be sensitive when handling customers' of different cultural backgrounds
- Acceding to customer's special requests according to company guidelines
  - Provide extended warranty period



Customer Experience

Methods to offer customised and personalised service

(con't)

- **Anticipating their needs by customising the service to suit the customer**
- **Up-selling products or services by offering the customer the opportunity to purchase additional items**
- **Cross-selling products or services by offering the customer additional options that will complement their current purchase**



Personalised services

- **Know your:**
  - **Services**
  - **Organisational SOP**
  - **Authorities & limits**
  - **Flexible areas**
  - **Colleagues' roles & responsibilities**
  - **Confident delivery**
  - **Customised & flexible services**



Customer Experience

Customised & Flexible Services

- Offer solutions and **choices**:
- **Expedite** actions/ solutions:
- Ensure customer **accepts** options
- Give something **extra** (if possible)





Methods to up-sell or cross-sell services

- Having an understanding of the range of services offered by the organisation, including alternatives and complements to services / products
- Knowing the customer's preferred choices based on the customer group he/she belongs to



Customer Experience

Areas of improvements

- Areas of improvement to enhance the customer experience may be defined as improvements or refinements to service delivery or services which may enhance the customer experience
- Methods to identify areas of improvement are:
  - Noting customer feedback
  - Observing the service environment
  - Evaluating reports from mystery shoppers



Quote of the day…



DAY 2

WSQ – SERVICE EXCELLENCE LEVEL 1

Welcome back!

LESSON PLAN

DAY 2

7. Feedback
(提出意见)

- Methods to escalate areas of improvement to enhance customer experience

8. Revision
(复习)

- Practical Performance – Role play (A 1 – 8)
- Oral Questions (K 1 – 9)

9. Course Administration
(课程管理)

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(测验/评估)

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- Oral Questions (K 1 – 9)
- Brief outcome of assessment

Re-cap Day 1 Learning Objectives

LO #1 Recognize the impact of one's professional image and persona on the organisation

LO#2 Project a professional image and persona in accordance with organisation guidelines

LO#3 Demonstrate effective communication skills when interacting with customers at the workplace

LO#4 Recognize the diverse range of customers and their needs and expectations

LO#5 Demonstrate the qualities and characteristics of a service professional when delivering Go-the-Extra-Mile Service to exceed customer expectation

LO#6 Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines

Learning Objectives # 7

Escalate feedback on areas of improvement to enhance the customer experience.

(就需要改进的地方提出意见或报告,以提升客户体验)

Escalating feedback on areas of improvement

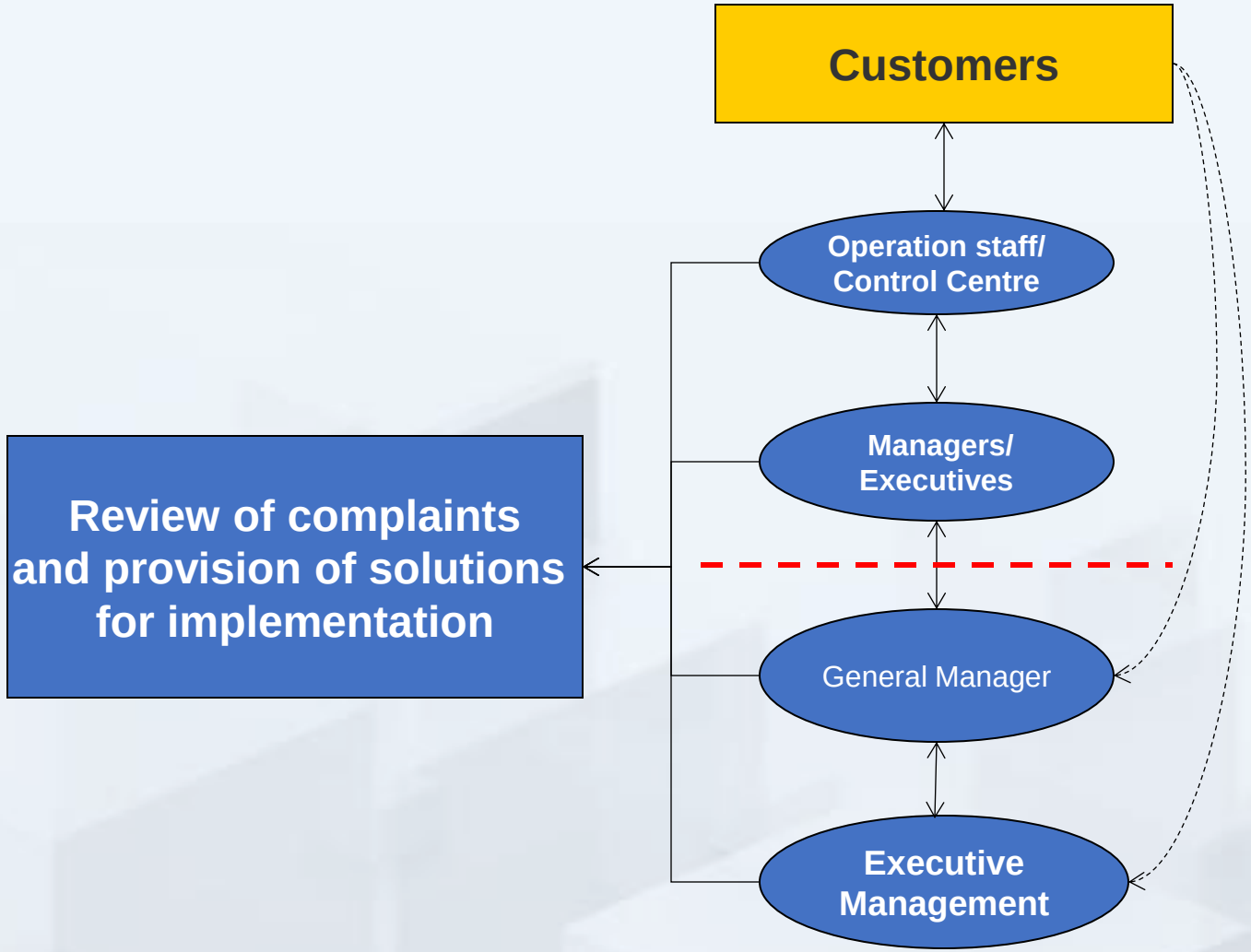
- **Methods to escalate areas of improvement are:**
  - Escalating feedback to supervisors or team leaders
  - Submitting areas of improvement through centralised channels
  - such as suggestion or feedback boxes

- **Details of information to be provided when escalating feedback are:**
  - Details of area for improvement
  - Suggestions for improvement
  - How improvement will enhance the customer experience
  - Possible impact of improvement

Customers Need & Feedback

- **Customer needs formed the basis of our job**
- **Try to resolve complaints or request immediately if possible and keep supervisors informed**
- **If unable to resolve, inform customer that feedback will be surface to supervisors and will get back to them within a specific time**

Customer Feedback Management Process

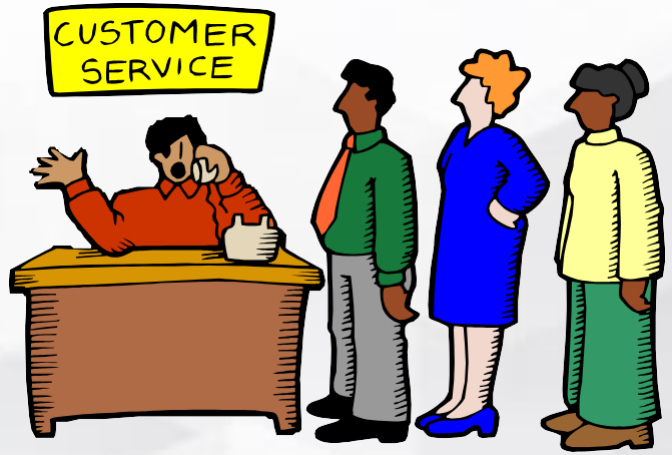


Feedback

Types of Feedback

What are some feedback you face at work?

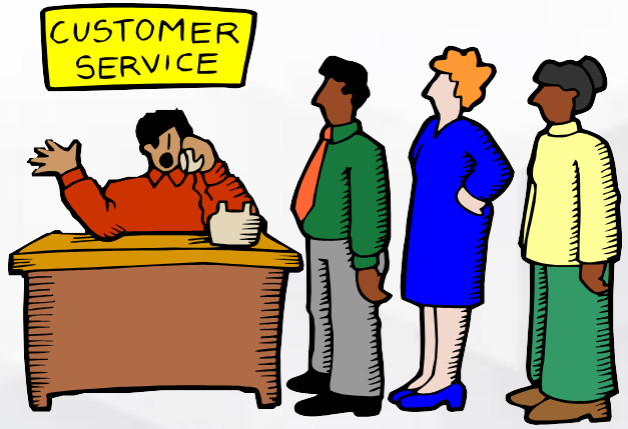
1. **The service provided**
2. **Delivery system**
3. **Environment**
4. **Customer Expectations**



Types of Feedback

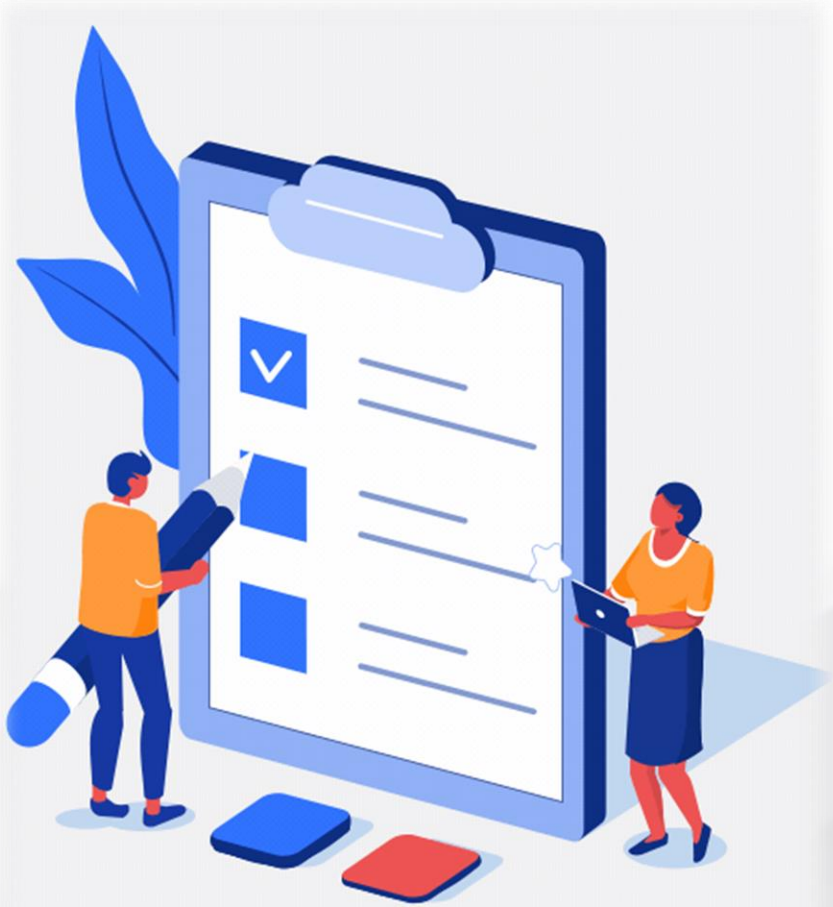
What are some feedback you face at work?

1. **Appearance – sloppiness/poor image**
2. **Attitude – rude/unhelpful/no courtesy**
3. **Attention – not focus on the job**
4. **Absence – not at the post**



Feedback

- Internal & external feedback
- Keep it informal and unobtrusive
- Ask open-ended questions (5W+1H)
- Make it easy and convenient
- Make it ongoing
- Thank them
- Follow-up



Why Should We Welcome Feedback?

- Opportunity for recovery i.e. 2nd chance
- It is a chance to make things right or better
- Opportunity to increase customer loyalty
- Part of feedback mechanism & learning opportunity
- Source to improve products / services
- 95% of those who complain ***WILL*** return if complaint was handled satisfactorily



Feedback

P. D.C.A Cycle



Plan : new GEMS

Do : deliver GEMS

Check: monitor and review of outcomes

Act : GEMS improvements

Feedback

Continuous Improvement Service

- **Customer feedbacks**
  - **Compliments**
  - **Complaints**
- **Aware of verbal & non-verbal communications**
- **Monitor competitors' performance**
- **Observe your services vs rising expectations**



Revision

- Practical Performance – Role Play (A1-8)
- Oral Questions (K1-9)

Course Administration

- Evaluation feedback

Assessment

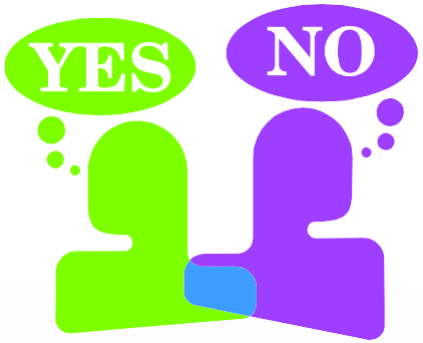
- Assessment brief
- Practical performance – Role Play (A1-8)
- Oral Questions (k1-9)
- Brief outcome of assessment

Look Good, Feel Great, Project Well

In Summary:

1. **Always be conscious of what impression you are giving your customers.**
2. **Build your self-confidence by doing constant positive self-talk.**
3. **Communicate through verbal and non-verbal communications to project a professional image.**

You CAN Make a Choice!



1. **In facing daily challenges, we can choose the way we want to respond**
2. **Our attitudes will affect our moods and the way we behave**
3. **Positive thinking helps make my service role more enjoyable**
4. **I CAN be a GEMs service star with the right service attitude!**

Picture from Google

Thank you for your participation!!!

We look forward to your commitment

towards becoming a

GEMS Service Super Star !!!





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