

# Section 1: Introduction \_

Welcome!

Congratulations on being selected to participate in the *Loyal For Life* Service Recovery Training Program. Your employer sees you as an important part of this organization and embraces Service Recovery as an important aspect of overall customer service for anyone who works with customers.

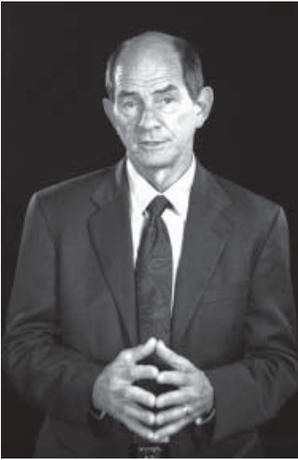
We use the phrase “Loyal for Life” because that’s what service recovery strives to create a customer who will remain loyal to your organization throughout their entire life and one that will sing your praises to all who will listen.

During this program we invite you to step back and take a look at yourself, your fellow employees and the customers you serve.

*Loyal for Life* is designed to help you apply your skills in delivering excellent customer service in an environment that focuses on the customer. This training program will help convey the attitude and techniques that are essential to problem solving giving you practical tips on how to ensure customer satisfaction.

Loyal for Life is designed to help you apply your skills in delivering excellent customer service in an environment that focuses on the customer.

Your group leader will direct you through each section of the program and facilitate discussions,



but this is not a lecture. The success of the program rests with the honesty and openness of the group and with you. Ask questions as often as possible. There are no right or wrong questions or answers. You will be shown a series of video presentations and perform a few written exercises and assignments. Your Participant's book will help guide you through each session of this training. Use it to follow along, to make notes, and to guide you through the exercises and discussions. Once you complete the training session, keep the Participant's book for future reference.

The first video you are about to see represents a typical customer complaint. While it is set in a supermarket, this situation could occur in any organization that works with customers. As you watch this vignette, think about your organization and how you deal with customers every day. Afterward, your leader will take you through the following questions.

## EXERCISE 1: Getting in the Service Recovery Frame of Mind

1. What went wrong in the first vignette?

---

---

2. What was the first mistake the employee made when dealing with the customer complaint?

---

---

3. What do you think the supermarket owes the customer?

---

---

4. What could have been done to remedy the situation?

---

---

5. If confronted with a similar situation at your job, what would be your response?

---

---

6. What does the term “service recovery” mean to you?

---

---

## Why We're Here

While consistent customer service is critical to the success of any organization, even the most customer-friendly organizations make mistakes on occasion. How organizations and their employees recover from those mistakes elevates the true customer service leaders.

It's how you respond or 'recover' that helps to salvage a bad experience.

Like any organization, you will have problems. It's how you respond or 'recover' that helps to salvage a bad experience. That's why we want to focus on the important concept of "service recovery."

What you're about to hear and read may seem difficult to believe, but it's true.

Many executives are unable to define "service recovery." They don't clearly articulate to their employees how they want them to respond to customer service problems or complaints. Now, if executives don't know how to practice 'service recovery,' their employees can't be expected to practice it.

By using this program, your organization has chosen to make the difference and put its trust in you. It acknowledges the ideals of service recovery and supports the procedures you will learn and apply when you return to work.

Service recovery is not just a set of rules. It is a philosophy that compels you to see customer encounters from a customer's point of view so you understand how to be on your customer's side.

The *Loyal for Life* program is a primer on service recovery. Within these pages and through this seminar we will:

- Define service recovery,
- Show you how to implement it through empowerment,
- Identify service recovery models, and
- Describe skills and techniques that will help you transform a dissatisfied customer into one who is happy and loyal.

*Loyal for Life* will help you improve your customer service skills. It will help you learn how to value every customer and how to earn their loyalty. It will help you identify problems and solve them quickly. It will show you ways to keep customers loyal and prevent them from defecting.

Service recovery differs with every customer and with each circumstance, but after you've finished this *Loyal for Life* training program, we expect the results of your efforts will always be the same a satisfied customer.

## SECTION 1 REVIEW: Points to Remember

- Service Recovery is fundamental to customer service.
- Service Recovery separates customer service leaders from the rest of the competition.
- Service Recovery helps you become a service leader.

Service Recovery tells our customers that we will do whatever it takes to serve them and earn their loyalty.