

Session 3: The Privilege of Service

Day 1 The Customer is King

"The customer is King," wrote Marshall Field. "The customer is always right," said John Wanamaker. Yet finding good service and responsiveness in America has been termed a "bloody miracle". Why do some organizations keep the central reason for their being in clear focus, while others do not? And what has to be done in order to make the organization, and the people who work in it, stay centered on the prime objective of satisfaction of customer need? This program provides dozens of specific approaches for achieving customer satisfaction excellence.

Pre-session Readings/Assignments:

- Total Customer Satisfaction, Read Ch 2, scan the rest of the book as it's largely the work plan being directed by the Customer Satisfaction BHAG Group
- Creating The New American Hospital, Ch 4
- Case Study: Southwest Airlines
- Articles:
 - Reason For Being
 - Ritz-Carlton Basics
 - A Satisfied Customer Is Not Enough
 - Would Your Customers Recommend You?
 - The One Number You Need to Grow
 - Putting Service Profit Chain to Work

Day 2 Accountability in Management

If management is getting things done, who checks to see that they are? The clearest definition of management is that targets are set, and after all the work is done, somebody measures whether those targets were hit. There is no excuse for non performance, so how can the manager make sure that effective direction is given, resources used wisely, and key results occur? This program helps the management team see how it's doing.

Pre-session Readings/Assignments:

- Managerial Performance & Promotability, Ch 7
- Articles:
 - Muscle-build the Organization
 - Saving Money, Saving Lives

