

Creating the **Proactive Service**[®] Experience

Overview

The **Creating the Proactive Service**[®] Experience Workshop is a highly interactive workshop designed for business owners and managers who want to engage their technicians more effectively in business development activities without turning their technicians into salespeople. Participants will be introduced to a process to define their own **Proactive Service**[®] experience and work through the strategy and steps to make it a reality in their own business. With the output from the workshop, each manager will be in a position to put this strategy to immediate effect.

Proactive Service[®] is an approach that engages field service technicians in conversations with customers about what more they can do to help that customer achieve their business goals. Having conversations of this nature provides the highest level of customer service because it helps the customer appreciate opportunities to improve their operations in a way that they would not be able to on their own.

A strong, **Proactive Service**[®] approach by technicians provides value for all stakeholders. For the contractor it means higher revenues at higher margins through:

- Improved capitalization of additional work opportunities
- Expanded services within existing accounts
- Increased customer satisfaction and retention
- More associated project opportunities
- Improved employee attraction/satisfaction/retention
- A differentiated business strategy

For the technician, the **Proactive Service**[®] approach provides marketable skills that will allow the technician to have a greater degree of self-reliance and become a more appreciated member of the overall service team. It also means that the role can be more exciting and personally rewarding.

For the customer, they benefit more fully from the knowledge and expertise of the technician and are in a better position to take advantage of the latest in technology to help them achieve their own business objectives. There is also a certain assurance that comes with knowing that your service provider is proactively looking out for your behalf.

Creating the **Proactive Service**[®] Experience Workshop - Who Should Attend?

- Business Owners · Experienced managers to fine-tune their skills · People new to management or supervision
- Anyone who is in a position to lead change in their organizations

Creating the *Proactive Service*[®] Experience Workshop

Typical Workshop Content

| Workshop Module | Content Summary | Training Impact | Anticipated Business Impact |
|---|--|--|--|
| Defining the Proactive Service[®] Experience | <ul style="list-style-type: none"> The importance of the “service experience” The connection between service delivery and service outcome Defining the service experience | <ul style="list-style-type: none"> Provides participants with a process for engaging their teams in defining the service experience they want their customers to feel Establishes the goal for further development | <ul style="list-style-type: none"> Buy-in by motivated team members A proactive approach to delivering higher levels of customer service and adding a significant dimension to the value of the overall service delivery |
| Creating the Proactive Service[®] Experience | <ul style="list-style-type: none"> Recognizing why employees do what they do Understanding the steps necessary to implement the defined service experience Engaging the team in the process | <ul style="list-style-type: none"> Participants create a business specific plan to implement the defined service experience | <ul style="list-style-type: none"> Employees engaged and committed to delivering a higher level of customer service Improve customer satisfaction and retention Improved revenues and margins |
| Maintaining the Proactive Service[®] Experience | <ul style="list-style-type: none"> Understanding management’s role in supporting and reinforcing the Proactive Service[®] Experience Identifying specific actions to support the initiative | <ul style="list-style-type: none"> Participants gain a unique understanding of the role of coaching and support in achieving and sustaining behaviour change Participants identify and commit to specific actions to drive change in their organizations | <ul style="list-style-type: none"> A sustained and differentiated service experience Reduced employee turnover Improved productivity of all employees |