

Equipment Edge™

Field Service



Legendary Customer Service at the Job Site

Field service and delivery staff are your ambassadors. Often they are the 'face' of your company – valued staff members that can make or break the client relationship. Provide them the skills needed to put the customer first so they can further build your reputation and increase retention.

Equipment Edge™ at the job site is a unique training program that demonstrates the why and the how of providing legendary service at the customer's location. This interactive program provides your team the skills and tools needed to deliver an exceptional level of service that is focused on the customer's needs – regardless of the situation.

Signature Worldwide's interactive training program will help:

- Build consistency in service delivered at the customer's location
- Develop standards that help guide your team through an exceptional customer interaction
- Identify sales and rental opportunities and pass them along
- Diffuse potentially confrontational situations
- Strengthen relationships with your customers resulting in more referrals and greater retention.

And because **Equipment Edge** is specially designed to change employee behavior and create lasting improvement, Signature Worldwide offers a variety of reinforcement and sustainment tools including ongoing training and customer surveys.

Description

This training program teaches employees how to build relationships, diffuse confrontational situations, adjust to different personality styles, and the importance of gaining the trust and confidence of the customer.

Who Should Attend?

Anyone who works directly with the customer at the customer's location.

- Field service technicians
- Delivery personnel
- Managers

Learning Objectives

Through this customized training, participants will be able to:

- Realize the value of consistently delivering legendary customer service
- Understand the critical role employees play in customer retention
- Implement a set of standards that will ensure a more positive customer experience
- Recognize sales opportunities and pass those along to others in the organization
- Provide do's and don'ts that will help build the companies reputation and generate more referrals



Program Description

Introduction Welcoming activity and an overview of the session is presented

Rules of Training Learning objectives are shared and participants identify personal goals

Legendary Service Characteristics of legendary service are reviewed and ways to create a legendary impression are discussed

What's In It for Everyone Benefits to delivering legendary service are reviewed – benefits to the employee, customer and company

Standards for Success Set of service standards established around personal appearance, communication, sales and problem solving

Differentiating the Experience Customer contact points and ways to improve those interactions are identified

Best Practice Sharing Real-world strategies for creating legendary customer service impressions and standards are shared

It Takes Team Work Survey the job site and speak with customers to identify potential sales and rental opportunities and strategies

Who Is the Customer? Four common communication/personality styles are analyzed in order to improve communication among team members and customers

Role-Play Recognizing personality styles is practiced and common customer interactions are role-played

Empathize & Apologize Two communication skills used to diffuse potentially confrontational situations are discussed and practiced

Role-Play Using empathy and apology statements during challenging customer scenarios is practiced

Next Steps Components of ongoing reinforcement program shared