

A background image of two hands shaking, symbolizing partnership or agreement. The hands are positioned in the center of the page, with the fingers interlaced. The skin tone is a light brown. The background is a light blue gradient.

# Applying Dimensions of Quality Service *Partner Training Modules* Module Three



### Primary Objectives of the Workshop

1. Recognize the nine Dimensions of Quality Service that customers look for in a service provider.
2. Ensure that you are exceeding Customer expectations in all nine dimensions.
3. Apply these dimensions to every interaction with a customer.

### Before you conduct the workshop:

1. Verify that the PowerPoint is loaded and ready to run
2. If the workshop includes video and you are going to use it, verify the proper operation of the video
3. Verify the printing of the participant materials & the availability of pens/pencils and pads of paper
4. Check the room set up

### Facilitations keys to remember:

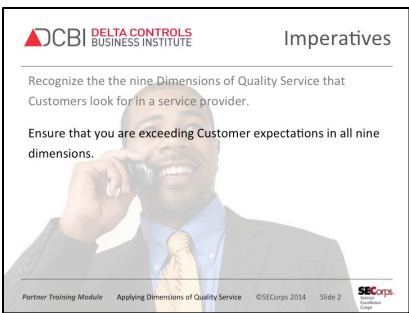
1. Review the slides and key points
2. Talk to the participants, not the screen
3. When you ask a question, let participants answer
4. Ask questions early on to get workshop participants immediately engaged
5. The participants should talk 50% of the time
6. Try to get most of the participants involved in the conversation
7. When participants ask a question, repeat the question so that everyone hears it





### Slide 1 – Imperatives 1

Recognize the nine Dimensions of Quality Service that customers look for in a service provider.



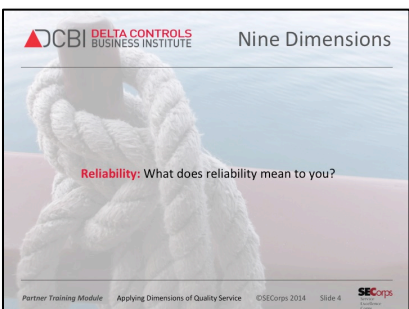
### Slide 2 – Imperatives 2

Ensure that you are exceeding Customer expectations in all nine dimensions.



### Slide 3 – Imperatives 3

Apply these dimensions to every interaction with the Customer.



### Slide 4 – Reliability

Apply these dimensions to every interaction with the Customer.

Ask the question, "What does reliability mean to you?"

Capture responses on a whiteboard or flipchart.

Research indicates this is the most important dimension. In our business. When the Customer calls with a service request, can they depend on you to fix the problem within a reasonable response time? How reliable is our service?





### Slide 5 – Appearance

Ask the question, “What can you do to maintain a positive appearance for yourself, your vehicle and the work site?”

Recognize the nine Dimensions of Quality Service that customers look for in a service provider.



### Slide 6 – Communication

Ask the question, “When you talk to someone about something important, what do you consider good communication?”

Capture the input of participants on a whiteboard or flipchart.

Technicians need to keep the Customer informed about the work they’ve done. They need to avoid industry buzz words and use non-technical language. Most of all, they need to listen to the Customer.



### Slide 7 – Relationship

Ask the open question, “How do you know when you have a good relationship with a Customer?”

Customers want technicians to be interested in their problems. People like to do business with people who are sincerely interested in them. Even a simple thing like knowing their name goes a long way.





### Slide 8 – Courtesy

Ask the open question, "How do you define the word 'courtesy' as it relates to customers?"

Courtesy is a dimension of respect, politeness and friendliness to a Customer. How polite are you when you first enter the Customer's premises to complete the job? Are you polite and friendly to everyone on the site?



### Slides 9 – Credibility

Ask the question, "How do you establish credibility with the Customer?"

Credibility refers to the technician's ability to do the job. Customers expect you to fix the problem on the first visit. Because of your extensive training, they have a higher level of confidence in you. When you do things right, you show customers that they have placed their faith in the right people.



### Slides 10 – Responsiveness

Ask the question, "Even though you don't always control your own schedule, how can you demonstrate responsiveness to your customers?"

Responsiveness is the willingness to help customers and provide them with prompt service. Even though you may have many customers, you still must be able to make them feel as if their situation is the most important. During peak times of the year, your responsiveness gets tested. Even though you feel that you have more customers than you can handle, it is important to let each Customer feel as though they are getting priority treatment.

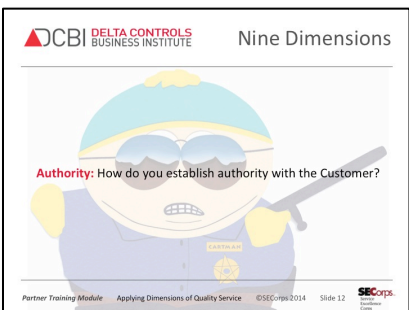




### Slides 11 – Understanding the Customer

Ask the question, “How long does it take to truly understand the Customer?”

Customers want you to know them and know their needs. One of the challenges you have is that customers like to have the same technician come to their properties each time they need service. Customers develop a sense of confidence and comfort when they know a technician understands their equipment and needs in respect to service. If you are substituting for the main technician, you need to come up to speed quickly to assure the Customer that all is well. How can we do that?

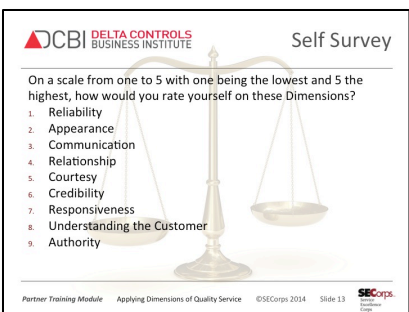


### Slide 12 – Authority

Ask the question, “How do you establish authority with the Customer?”

Your skills and expertise, your training and experience are your authority. You need to be straightforward and stand your ground when communicating the facts to the Customer. Customers need to see you as the “expert” in what you do.

Your company’s image is established and reinforced in the Customer’s mind based on the impressions formed from what they hear and how they are treated during the telephone conversation.



### Slide 13 – Self Survey

Ask the question, “On a scale from one to 5 with one being the lowest and 5 the highest, how would you rate yourself on these Dimensions? By the way, there are no 3’s.”



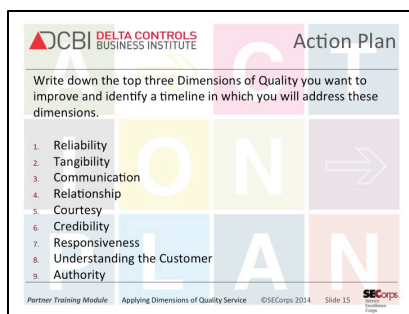


### Slide 14– Team Exercise

Break the group into groups of three or four. Ask the question, “What are some of the dimensions you want to improve on as a company and how can you help improve them?” Have each group write down their answers.

Capture each group’s input and write it on a whiteboard or flipchart.

Discuss the answers



### Slide 15 – Action Plan

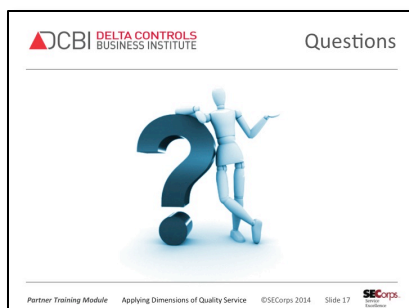
Write down the top three Dimensions of Quality you want to improve and identify a timeline in which you will address these dimensions.

Identify a timeline in which you will address these three dimensions and determine how you will measure progress.



### Slide 16 – Takeaways

Have participants write down three key takeaways they’ve learned from the workshop. Have each participant share their takeaways.



### Slide 17 – Module Review & Questions

After a quick review, give workshop participants the opportunity to raise questions. Start with, “Who has the first question?” As much as possible, encourage other participants to answer the questions raised.