



**National Recreation
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Customer Service and Service Recovery

Good customer service is the lifeblood of any business, in fact, without customers there would be no business. Good customer service is about meeting customers' expectations and needs which is the baseline; however, exceptional service is about creating a value proposition that exceeds their expectations.

While every organization's goal is to deliver service right the first time, occasionally despite every effort, something goes wrong. Service failures are inevitable in the best of service organizations due to the wide range of customer types and expectations. Sometimes the cause of failure is beyond the organization control, but the customer, frustrated and upset, looks to the organization for resolution. Customer service and service recovery are inseparable; they are two sides of a coin.

This 1 ½ day workshop will focus on concepts and application/tools associated with customer service and service recovery. This highly interactive session will provide practical steps to building customer loyalty.

The workshop includes modules such as:

1. Understanding components of customer service and loyalty.
2. Building knowledge about your customer landscape.
3. Delivering exceptional service, key skills and practices.
4. Learning from other organizations experiences - good and bad.
5. Focusing everyone on their role in providing service.
6. Introducing Service Recovery concepts and tools.
7. Learning and practicing the five steps in the recovery process.
8. Creating a service recovery process - implementation topics and application discussions.
9. Motivating to achieve exceptional service among all staff members.

Following the 10 hours of course participation workshop participants will:

1. Understand the components and impacts of customer service and customer loyalty.
2. Create a "map" of their customers - impacts and expectations.
3. Learn and practice exceptional service skills and review and analyze service related case studies.
4. Learn about the value and steps associated with service recovery.
5. Plan the application/implementation of service recovery.
6. Be motivated to achieve exceptional service and teach others.