SAN JACINTO COLLEGE
Continuing and Professional Development
Syllabus for

PROGRAM AREA: Business and Professions
TITLE: Coaching for Stellar Customer Service Certificate Program
CONTINUING EDUCATION UNITS: 1.6 (Duration: 16 hours)

OVERVIEW:
Service providers are only as effective as the leaders who develop, guide, recognize and share their commitment to stellar service.

Coaching for Stellar Service is not just coaching, it’s service coaching. When service providers are aligned with their leaders and working toward a shared goal, they work harder and become more loyal. Coaches, in turn, find such a loyal, motivated workforce invigorating. That win-win cycle provides return on your training investment over and again.

During the workshop, participants will participate in a variety of engaging individual and group activities, partner discussions, video demonstrations, role plays, and large-group discussions. They have fun as they gain familiarity and confidence with the new concepts and skills.

OBJECTIVES:
- Reaching for Stellar Service
- Developing Others for Stellar Service
- Giving Constructive Feedback
- Recognizing Others for Stellar Service

WHO SHOULD ATTEND:
All employees

PREREQUISITE:
None

MODULES:
1. Reaching for Stellar Service
   a. The purpose of this module is to explore the value of stellar service and the roles of service coaches in helping service providers achieve it.
   b. Participants will be able to:
      i. Describe what stellar service is and the challenges of delivering it
      ii. Discuss the benefits of customer loyalty to the service coach, the organization, and customers
iii. Explain the importance of the service provider’s role in building customer loyalty
iv. Find and take advantage of key defining moments in customer interactions
v. Identify and discuss the three dimensions of service
vi. Describe and apply four key qualities that customers—both external and internal—expect from stellar service
vii. Use the four key service qualities to evaluate and improve the service that is delivered
viii. Communicate and reinforce expectations for stellar service with others

2. Developing Others for Stellar Service
   a. The purpose of this module is to provide service coaches with skills for developing others, helping service providers expand their capabilities so they will have the confidence to make decisions and solve problems on their own.
   b. Participants will be able to:
      i. Describe the role of a service coach in developing others
      ii. Explain how developing other can benefit the customer, the service provider, the organization, and the service coach
      iii. Recognize the challenges in developing others and apply skills to overcome them
      iv. Identify and apply opportunities to develop the service skills and capabilities of service providers
      v. Demonstrate a set of key actions for developing others
      vi. Demonstrate a variety of listening and asking techniques that will help others feel confident in their own decisions
      vii. Conduct focused conversations with service providers that result in action toward improved service
      viii. Communicate and reinforce expectations for stellar service with others

3. Giving Constructive Feedback for Stellar Service
   a. The purpose of this module is to provide service coaches with skills that will let them give constructive feedback in a way that builds mutual respect and promotes problem solving and learning.
   b. Participants will be able to:
      i. Define and describe constructive feedback
      ii. Identify opportunities to give constructive feedback on service issues
      iii. Recognize the benefits and challenges of giving constructive feedback
      iv. Evaluate their current level of effectiveness at giving constructive feedback
      v. Demonstrate a set of key actions for giving constructive feedback to others
      vi. Demonstrate techniques for handling challenging responses during a feedback conversation
vii. Conduct constructive feedback conversations with service providers that result in action toward improved service

4. Recognizing Others for Stellar Service
   a. The purpose of this module is to provide service coaches with skills for recognizing and reinforcing the behaviors that support stellar service.
   b. Participants will be able to:
      i. Describe the impact of recognizing others for individual and organizational success
      ii. Demonstrate a set of key actions for recognizing others
      iii. Identify the service behaviors that should be reinforced
           Determine the type of recognition that is best suited for each recognition recipient
      iv. Deliver recognition to service providers and others in the organization who contribute to stellar service
      v. Demonstrate techniques for handling challenging responses during a feedback conversation
      vi. Conduct constructive feedback conversations with service providers that result in action toward improved service

CERTIFICATE REQUIREMENTS:
To qualify for this certificate, complete four workshops. Options available to take courses individually, for further details contact coordinator.