

SECTION SIX: PRACTICAL IMPRESSIONS

Practical questions & exercises from this section for personal application

STEER SERVICE
WITH SYSTEMS



HOW DID THE PRACTICAL IMPRESSIONS FROM THE PREVIOUS SECTION GO?

#1: WHAT ARE 2 CONSISTENT COMPLIMENTS/COMPLAINTS ABOUT YOUR SERVICE?

IS THERE A SYSTEM THAT NEEDS TO BE EXAMINED TO INCREASE THE COMPLIMENTED AREAS & DECREASE THE CRITICIZED AREAS?

#2 LIST LEAST 3 THINGS THAT YOU NEED TO PERFORM SMART SERVICE FORECASTING FOR YOUR ORGANIZATION.

- 1.
- 2.
- 3.

#3 HOW ARE YOU CURRENTLY CATALOGING INFORMATION ABOUT YOUR CUSTOMERS THAT WILL ALLOW YOU TO PERFORM SMART SERVICE FORECASTING?

#4 DO YOU NEED TO AMEND ANY OF THE INFORMATION YOU ARE CURRENTLY GATHERING?

#5 IS YOUR SYSTEM ALREADY CONSTRUCTED TO MEET YOUR NEEDS OR ARE THERE CHANGES THAT NEED TO TAKE PLACE TO MAKE THE MOST OF YOUR CUSTOMER INFORMATION?

#6 WHAT ARE SOME WAYS YOUR CUSTOMERS WANT TO STEER THEIR RELATIONSHIP WITH YOUR ORGANIZATION?

#7 DESCRIBE SOME OF THE SERVICE TRACK YOUR COMPANY HAS LAID DOWN TO TAKE YOUR CUSTOMERS TO THE DESTINATION YOU DETERMINE

#8 WHAT ARE SOME OF THE MOST IMPORTANT TOOLS YOUR TEAM IS CURRENTLY USING TO LAY DOWN THE RIGHT SERVICE TRACK, IDENTIFY SERVICE DEFICIENCIES, AND DEVELOP SERVICE FORECASTING?

#9 WHAT CAN YOU DO TO IMPROVE THE JOURNEY MAPPING OF YOUR CUSTOMER'S CURRENT EXPERIENCE?

#10 HOW IS YOUR BUSINESS STEERING SERVICE USING SERVICE SCRIPTS AND LEAD SHEETS?

BONUS MEMORIZE CUSTOMER RELATIONSHIP IMPRINTING ELEMENT NUMBER SIX:

“STEER SERVICE WITH SYSTEMS”

CUSTOMER RELATIONSHIP IMPRINTING DEFINITION:

THE ABILITY TO ATTRACT, ACQUIRE AND RETAIN MORE CUSTOMERS WHO FOLLOW YOU REGARDLESS OF CIRCUMSTANCES

GET MORE IMPRINTING TOOLS & EXCLUSIVE CONTENT



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SECTION SIX: GROUP THERAPY SESSION

For group reading, team building and group discussion

STEER SERVICE
WITH SYSTEMS



REVIEW YOUR PREVIOUS GROUP THERAPY SESSION QUESTIONS & TASKS BEFORE BEGINNING THIS SESSION

#1: AS A GROUP, DESCRIBE YOUR SERVICE TRACKS THAT GIVE YOUR CUSTOMER THE RIDE THEY DESIRE. DISCUSS CURRENT & FUTURE DESTINATIONS YOUR COMPANY HAS DETERMINES TO TAKE THEM WITH YOUR SERVICE.

#2: HAVE EACH GROUP THERAPY PARTICIPANT WRITE DOWN ON SEPARATE INDEX CARDS THE INFORMATION THEY NEED TO PERFORM SMART SERVICE FORECASTING FOR THEIR AREA OF RESPONSIBILITY IN YOUR ORGANIZATION.

ASK: WHAT ARE THE COMMONALITIES? ARE YOU CURRENTLY GATHERING THIS DATA? IF NOT, HOW COULD YOU START ACCUMULATING THIS DATA? ARE THERE ANY SURPRISES?

#3 COLLECTIVELY DESCRIBE SVARIOUS SERVICE TRACKS YOUR COMPANY HAS LAID DOWN TO TAKE YOUR CUSTOMERS TO THE DESTINATION YOU DETERMINE

#4 WHAT SERVICE FORECASTING OPPORTUNITIES HAVE WE MISSED IN THE PAST AND WHAT SYSTEMS COULD HAVE BEEN IN PLACE TO HELP IN FUTURE OPPORTUNITIES?

#5 WHAT CAN YOU DO TO IMPROVE THE JOURNEY MAPPING OF YOUR CUSTOMER'S CURRENT EXPERIENCE?

#6 DESCRIBE HOW YOUR TEAM OR DEPARTMENT IS USING SERVICE SCRIPTS AND LEAD SHEETS? TO STEER SERVICE

#7 WHAT ARE 2 CONSISTENT COMPLIMENTS/COMPLAINTS ABOUT YOUR SERVICE?

#8 WHAT ARE SOME SERVICE RECOVERY SYSTEMS THAT YOUR BUSINESS HAS IN PLACE FOR WHEN THERE ARE SERVICE ERRORS?

#9 LIST LEAST 3 VULNERABLE AREAS YOU CURRENTLY SEE THAT NEED TO BE ADDRESSED BEFORE LARGER SERVICE ISSUES ARISE. WHAT CHANGES, POLICIES, PROGRAMS AND TOOLS AE NEEDED TO LIMIT YOUR EXPOSURE?

#6 WHAT IS THE MOST DIFFICULT ABOUT STEERING YOUR SERVICE WITH SYSTEMS? ARE THERE PROFESSIONALS THAT CAN HELP TURN THIS WEAKNESS INTO A STRENGTH?