

## Build an Unforgettable Culture of Service



# LEGENDARY SERVICE®

## Build a Service-minded Culture That Keeps Your Customers Coming Back

When was the last time you raved about great service, either from a colleague or a service provider? Every company knows how impactful great customer service can be, but few have a proven plan to build a service-oriented culture that will leave a lasting impression on the people they serve.

You want a culture that is dedicated to excellent service, where all employees are empowered to resolve issues and provide a great experience for your customers. It can be frustrating for business leaders to recognize that their organizations lack a service mindset. Employees may not even realize they have internal customers to serve, resulting in friction and low collaboration.

When employees aren't trained and empowered with a service mindset, you end up with a culture where employees don't help each other reach their goals and in turn aren't taking care of their customers the way they should. Even worse, employees are often afraid to go above and beyond, which can leave customers unsatisfied and looking elsewhere.

Your employees and customers deserve to feel valued in every interaction with your company. Our *Legendary Service* training program, by the co-authors of the book *Legendary Service*, teaches your employees how to consistently deliver ideal service that will give their coworkers the help and support they need, keep their customers coming back, and create a competitive advantage for your organization.

### BUILD A SERVICE-ORIENTED CULTURE THAT RESULTS IN



Increased Loyalty



Reduced Cost of Sales



Raving Fans



Feedback and Innovation

Ken<sup>THE</sup>Blanchard<sup>®</sup>  
COMPANIES

## Legendary Service Model



### WHO SHOULD ATTEND?

Executives and  
senior-level managers

Mid-level or new managers  
or supervisors

Customer service employees  
and their managers

All employees who have  
internal customers

## THE PROVEN FORMULA TO BUILD A SERVICE-MINDED CULTURE

Implement Legendary Service in your organization as a one-day face-to-face workshop or as three 2-hour virtual sessions. Both designs include engaging participant materials, videos, and learning activities. In just one day, participants will:

- Define their personal service vision
- Identify customers' needs and wants
- Learn and practice skills for building customer satisfaction and loyalty
- Develop strategies to empower themselves and create an action plan

When your employees are empowered to provide excellent service, they will create raving fans who recommend you to their friends and family. Internally, people will start treating each other better, and collaboration, innovation, and employee productivity will rise throughout the organization.

Don't leave your customers' experience up to fate and risk losing business. Instill a culture of service throughout your organization with the right training and start creating legendary service experiences that people will rave about.

### READY TO GET STARTED?

Here's how to implement a successful training initiative, in three easy steps:

1. Decide – we'll help you decide who gets the training and why
2. Prepare – we'll help you order materials and prepare the facilitator
3. Deliver – we'll help you deliver impeccable training at your company

**Ken**<sup>THE</sup>**Blanchard**<sup>®</sup>  
COMPANIES

#### Global Headquarters

125 State Place  
Escondido, CA 92029 USA

From anywhere: +1 760.489.5005

Within the US: 800.728.6000

Fax: +1 760.489.8407

For a list of our offices worldwide, visit  
[www.kenblanchard.com](http://www.kenblanchard.com)

**Contact Your Blanchard Associate or  
check our website to get started:**

[www.blanchard.co.nz](http://www.blanchard.co.nz)

**Blanchard**<sup>®</sup>  
NEW ZEALAND