

## ***The Two Job Descriptions***

*...you are either serving the customer, or serving someone who is*

### **Purpose**

Equips front line employees with the knowledge and skills needed to effectively serve their customers in a world-class manner.

### **Course Overview**

The Two Job Descriptions focuses on proven concepts and techniques to provide exceptional service in any industry. Whether the industry is Healthcare, Hotel/Restaurant, or Banking, this course will show how world-class service delivery is a universal concept that is not specific to any industry or organization.

### **Learning/Discussion Topics**

- Understanding the service purpose of a role
- Enhancing the service touchpoints
- Understanding and delivering the levels of service
- Effective Conflict Resolution
- Empowerment
- Becoming an Experience Creator

### **Target Audience**

- Front Line Employees
- Anyone who directly comes in contact with the customer

### **Duration**

Available as a Full-Day or Half-Day course.