

Blanchard®  
Leadership  
Solutions

*Employees who care.  
Service that keeps  
customers coming back.*



# Legendary Service®

## Getting Customers to Think “Wow”!

Are you seeking to boost customer retention through personalised, caring service? Are you trying to attract customers, earn their loyalty, and empower your employees to create and deliver innovative solutions? Customer satisfaction builds customer loyalty. Customer satisfaction can only be achieved through motivated, friendly employees who have the knowledge and authority to resolve customer issues.

Blanchard® surveys show that the dilemmas of increased competition and retention of customers are pervasive and costly. Gaining a new customer is six to seven times more expensive than retaining an existing one.

The solution lies in growing a service culture that encourages employees to take ownership for driving improvements, innovation, and cost savings. This service culture is created by developing the skill set of employees to be responsive and attentive to unique customer needs. This is the essence of our Legendary Service® program.

We define Legendary Service as consistently delivering ideal service that keeps customers coming back. With time and consistency, this becomes the competitive edge for your organisation. The Legendary Service program focuses on consistently delivering exceptional customer service through improved employee engagement. Legendary Service creates awareness and skills for people at the top levels of your organisation and drills down to those most in touch with customers.

Legendary Service is a fast-paced, interactive program where participants develop their personal service vision in alignment with organisational imperatives, practice Legendary Service skills, identify their customer groups to provide consistent personalised service, and unleash their personal power as they focus on taking care of self as the foundation for taking care of others.

### ISSUES ADDRESSED

- Ensuring employee engagement
- Empowering employees to act on behalf of their customers
- Developing and retaining loyal customers
- Differentiating your organisation through its customer service
- Improving internal and external customer service

### OUTCOMES

- Improved customer satisfaction that drives repeat business
- Aligned practices to ensure seamless customer service is delivered consistently
- Increased customer loyalty
- Empowered people who fulfill their leadership potential and know where and how they can make a difference
- Continuous service improvement that increases market share, improves margins, and reduces costs

“*If you don’t take care  
of your customers,  
someone else will.*”

—Ken Blanchard, PhD

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# Legendary Service® *(continued)*

## HOW TO GET THERE

The Legendary Service workshops teach two very critical groups in your organisation: “service providers” and what they can individually do in their jobs to take the lead and provide better service to customers; and “service champions”—an organisation’s leaders and managers—to show them how to provide the framework for creating a culture of service and to define their role in the implementation of service within the organisation.

We use the acronym **I CARE** to teach the Legendary Service concepts:

**I**deal Service—meeting the customer’s needs on a day-to-day basis by acting on the belief that service is important

**C**ulture of Service—fostering an environment that focuses on serving the customer

**A**ttentiveness—knowing customers and their preferences

**R**esponsiveness—demonstrating a genuine willingness to serve others as you fulfill their individual needs

**E**mpowerment—taking the initiative to implement the service vision

**SERVICE PROVIDERS.** The full-day programme helps service providers develop individualised service vision and values and guides service champions/managers in creating a service vision that is tailored to their departments and relates to the company’s overall vision.

The Legendary Service workshop focuses on attentiveness and responsiveness—causing people to think about the internal and external customers they serve and what their specific preferences are in terms of how they like to be served. The programme also emphasises active listening skills, how to deal with difficult situations, and the use of best practices when interacting with customers.

Participants identify areas where they need to start doing something differently to provide better service, stop doing anything that may be getting in their way of delivering ideal service, and continue doing the things that demonstrate their commitment to serving their customers.

**SERVICE CHAMPIONS.** The half-day programme for managers is geared to the service champions or leaders in the organisation and what they need to do to provide the framework and leadership to create an organisation that will be known for its Legendary Service.

## LEARNING OPTIONS

- Organisational Consultation
- Instructor-led Classroom Delivery
- Blended Solutions
- Keynote and Executive Overviews
- Public Workshops
- Training for Trainers

## READY TO WOW YOUR CUSTOMERS?

Contact us today to learn more about becoming a customer-driven organisation—one that is known for its Legendary Service.

“People talk about really great service and really poor service. Our goal is to work on delivering the type of service people brag about.”

—Kathy Cuff, Senior Consulting Partner, and Vicki Halsey, PhD, VP of Applied Learning, coauthors of the Legendary Service programme

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PO Box 6549, Wellington

Ph 64 4 385 9763 • Fax 64 4 385 9232

[www.blanchardnz.com](http://www.blanchardnz.com)