CREATING SERVICE CULTURES

Course Focus

In realizing the vision of phenomenal customer service, high-performing organizations focus first on serving and satisfying the customers within. This course helps managers establish a strong internal service culture toward the goal of exceeding customer expectations. The course emphasizes the methods of creating and maintaining an organizational culture that rewards and reinforces internal service behaviors. Participants learn how to select and develop high-performing employees and how to set and maintain service standards.

Who Should Take this Course?

This course is invaluable for all those—from mid-level and high-potential managers to upper-level executives—charged with creating, implementing, and sustaining an internal service culture as a strategy to drive future organizational success.

Course Benefits

After completing this course, participants will be able to:

• Discuss the nature and importance of intangible personal characteristics in the delivery of phenomenal service
• Describe the variety of selection strategies available to identify service intangibles
• Clearly articulate service standards and communicate them throughout the organization
• Create internal systems to maintain and continuously improve processes related to phenomenal service
• Discuss the impact implementing the ideas from this course can have on your organization's service quality

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

- Module 1 - Identifying High-Potential Service Employees
  1. The Intangible Side of Providing Phenomenal Service
  2. Identifying the Intangibles of Phenomenal Service

- Module 2 - Creating and Maintaining Internal Service Systems
  1. Communicating Standards of Phenomenal Service
  2. Supporting Phenomenal Service
  3. Providing Leadership for Phenomenal Service

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Leading Customer-Focused Teams
- Certificate in Hospitality Management
- Master Certificate in Hospitality Management
- Master Certificate in Foodservice Management

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