# Cornell University Service Excellence On-Demand Training

Delivering excellent service involves strategies, approaches, and techniques that can be learned and practiced by anyone. The Cornell University Service Excellence On-Demand Training provides organizations and team members with a framework for critical thinking during customer interactions.

Applying a strategic approach to delivering customer service improves team members' effectiveness at assessing and delivering what customers need, when they need it. An approach centered on critical thinking rather than situation-based responses reduces errors, identifies potential problems before they start, and keeps difficult, stressful interactions under control.
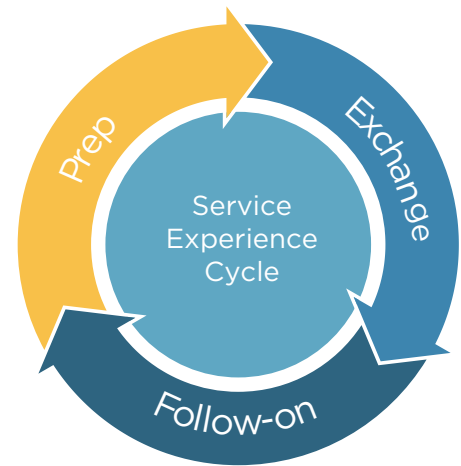
Armed with tools to read customers and manage constantly changing situations, employees will be more productive in their organization. Raising the bar on service will better equip team members to deliver on organizational service promises, ultimately improving the customer experience and driving towards increased revenue.

About the Program

Learners will be able to:

- Apply customer interactions to the Cornell Service Experience Cycle; identify missed opportunities and area of improvement to ensure high-quality service execution

- Leverage the PERC Toolkit, including Poise, Empathy, Resourcefulness, and Caring, to deliver more effective service

- Read customer and environment clues to inform service strategies and customize service delivery

- Draw on best practices when handling difficult situations and resolving conflict

- Identify service recovery opportunities and categorize service failures and appropriate responses

- Improve their own communication by consciously considering audience, message, and method of delivery

- Employ the Listen, Observe, Ask method in all customer interactions

Who Should Enroll?

Learners may come from any industry, but their job function requires that they routinely interact with and provide service to internal or external customers.

Accreditation

Upon successful completion of all eight lessons learners will receive a recognition of their achievement from Cornell University's School of Hotel Administration.

Ready to enroll? Contact

corporateprograms@ecornell.com

The Hotel School
Cornell
SC Johnson College of Business

sha.cornell.edu/service-training

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Training Lessons

Learners are required to have access to a web-enabled device. Training lessons can be taken via desktop, laptop, tablet, or mobile devices. As learners progress through the training, they'll realize the following learning outcomes:

1. Foundations

- **CORNELL SERVICE EXPERIENCE CYCLE:** Identify the framework that defines all customer experiences including in person, over the phone, or digital platform interactions. Understanding the cycle provides critical opportunities to address flaws and improve service, and ensures that customer needs are being properly met during real-world interactions.

- **YOUR PERC TOOLKIT:** Identify the four critical personal characteristics that influence your service style and learn how to demonstrate Poise, Empathy, Resourcefulness, and Caring throughout the work environment and during customer interactions.

2. Skills Development

- **CONTEXTUAL SENSITIVITY:** Define and identify customer and environmental clues. Use clues to assess situations and adapt and customize service strategies throughout the Service Experience Cycle.

- **ANTICIPATING NEEDS:** Explore proactive versus reactive styles and the benefits of employing a proactive approach. Leverage skills to identify improvements in the customer experience and the employee workday experience.

- **COMMUNICATION:** Share information and engage more effectively through an understanding of how audience, message, and method of delivery influence your ability to communicate. Explore written, verbal, and nonverbal methods. Identify styles that may cause misunderstandings.

3. Managing Customer Interactions

- **LISTEN, OBSERVE, ASK:** Gain practical strategies to make the most of each interaction. Use active listening techniques and apply question words to problem-solve and practice thorough communication. Adjust your response to changing customer clues.

- **STRATEGIES FOR CONFLICT RESOLUTION:** Know how to stay safe in difficult interactions and reach out to appropriate resources when situations escalate. Identify opportunities for apologies and strategies for times when an apology is not appropriate. Practice respect for emotions; both your own and your customers'.

- **STRATEGIES FOR SERVICE RECOVERY:** Understand the concept and importance of service recovery. Identify types of service failures through the Failure Matrix as well as appropriate responses for each type of failure. Think outside the box; consider new and novel approaches for service recovery.