

## Module 1

# Service Management

Given the sequential nature of these modules, it is possible for an individual to take one or both during the Institute. To bring the most impact back to your organization, participation in both modules is strongly recommended.

This module provides participants a solid command of the key levers associated with service excellence. Moreover, this content provides a foundation for the Advanced Service Leadership Module.

All team members with a hand in service design and delivery from the CEO to front line management, benefit from sharing a common foundational language pertaining to the tools in the "service toolkit" and how best to leverage them.

The Service Management Module provides this common foundational language, as well as the practical tools to design and deliver service on an operational level.

At the conclusion of this learning experience, each attendee will receive a Certificate in Service Management.

Themes	Presentations
Understanding How to Excel at Service	Excelling at Service by Closing the Gaps
Designing the Service Experience	Blueprinting the Service Experience
Delivering the Service Experience	Delivering Service Excellence Through People and Technology Implementing Best Practices in Service Recovery
Listening to and Responding to the Customer	Hearing the Voice of the Customer Measuring and Managing Service from the Customer's Point of View

**“The Center for Services Leadership session was exactly what I needed to help me succeed in my current role and to help me achieve the next step in my career.”**

**Dan Forry, Cardinal Health**

