

# Reinforce Customer Service in 30 Minutes a Week

Great organizations know that the customer service challenge never ends. It's a manager's responsibility to communicate the skills and behavior expected of staff. Reinforce behavior in just 30 minutes a week with the Service Essentials Mini-Module Reinforcement System.

## What is the Mini-Module Reinforcement System?

It's a tool to help managers lead teams that deliver great customer service. The Mini-Module Reinforcement System includes 25 modules. These training sessions are designed for managers to conduct at their regular meetings. It's easy to implement, time sensitive to daily operations, action-oriented, and cost-effective.

## Get Results

- Bring your customers back.
- Improve your company image.
- Increase staff morale and decrease turnover.
- Ensure continuous reinforcement of excellent customer service.

Learn more about Moran Consulting services at [moraninc.com](http://moraninc.com).



## Top 10 Mini-Module Topics



### Attitude of Service Excellence

Discover the connection between how learners feel when receiving good and bad customer service and how their customers feel.



### Positive Word Choice

Some words are fight-starters and some are bridges of speech. This mini-module covers word choices to stay away from and practice the words that delight customers.



### Linking to Your Organization's Vision

Make the connection – how do you bring the organizations vision to life through your daily work? This mini-module shows you how.



### How to Say "No"

Teach users how to say 'no' when the answer is not 'yes.'



### Identifying Customer Needs

Explore how to identify customer needs for both the internal and external customer.



### Handling Angry Customers

Give learners a simple process to professionally handle difficult situations without taking customers' anger personally.



### Thoughtful Body Language

Practice demonstrating good body language when communicating face-to-face with customers.



### Service Recovery

Identify how to turn disappointed customers into delighted customers.



### Tone of Voice

Help your employees perfect their tone of voice and customize their tone based on the customers' needs.



### Exceeding Expectations

Focus on opportunities to exceed expectations so customers speak highly of your business to others.

Customize the Mini-Module Reinforcement System to Fit Your Organization's Service Standards