

SERVICE PLUS_{g3}

30 Years of Proven Service Quality Results

RMG Training Company® has helped businesses successfully achieve lasting service quality success for three decades. Our proven expertise and incomparable training resources can help you build a *vibrant service quality culture*.



Our third generation, SERVICE PLUS™g3 is the most practical and effective customer service training system available!

SERVICE PLUSg3 is a ready-made, turn-key solution, which empowers your organization to consistently deliver exceptional customer service and **BOOST YOUR ROI**. SERVICE PLUSg3 is a comprehensive blended-learning solution to organization service quality success!

SERVICE PLUSg3 prepares your employees to consistently deliver extraordinary customer service, which translates into these lasting benefits for your organization:

- Exceptional customer retention
- Increased customer referrals
- More cross-selling opportunities
- Enhanced customer experience
- Stronger employee performance and teamwork
- Improved bottom line!

SERVICE PLUSg3 includes a state-of-the-art eLearning platform that is highly interactive, practical, challenging, fun, and totally effective. It also employs a **BLENDED-LEARNING SOLUTION** that combines computer-based self-study, 1-on-1 training with a coach, on-the-job skill use, and coach's feedback.



This unique empowerment system develops your managers and supervisors into service quality role models, mentors and true leaders.



The valuable skills developed in SERVICE PLUSg3 are beneficial to virtually any size or type of business -- from the private sector to the public sector, and from profit to non-profit organizations. SERVICE PLUSg3 is a ready-made, turn-key solution to train your employees to confidently deliver PLUS service that consistently 'wows' your customers.

"We conducted an independent survey of customers. Our service quality scores were outstanding. I would recommend SERVICE PLUS to any management team that is serious about making a commitment to improving their company's service delivery."

- Company President

Build a vibrant service quality culture at your organization.

SERVICE PLUS clients deliver far better service to customers than the competition.

SERVICE PLUS puts you ahead of your competition with exceptional service quality performance. Everyone in your organization learns how to consistently provide quality service, day-in and day-out. Participants learn to expand customer relationships with referrals and deliver memorable service that exceeds customer expectations.

In this shopping survey, after completing SERVICE PLUS training, a SERVICE PLUS client moved from 9th to 1st in service ranking among eleven companies in the same industry. Better yet, that client outperformed the competition with superior service quality for five consecutive years!

	before SERVICE PLUS	a year later after SERVICE PLUS
Personal Shopping Results:		
Customer Service Employees:		
% skills used	78.4	89.0
rank	9th	1st
Salespeople:		
% skills used	73.1	91.4
rank	10th	2nd
Telephone Shopping Results:		
% skills used	60.0	93.0
rank	6th	1st



SERVICE PLUSg3 skills build your service team into a secondary sales force.

SERVICE PLUSg3 is for everyone in your organization. Participants develop both face-to-face and telephone service skills. All employees benefit from SERVICE PLUSg3 training, including front line customer service and sales representatives, staff who deliver service internally to other employees, and your team of managers and supervisors.

Four powerful self-paced modules make up the training. Training time varies from 60 to 90 minutes based on participant knowledge and study habits.

Courtesy Module (60-90 minutes)

- Greet and acknowledge the customer
- Interact to understand needs
- Pleasantly close each service event
- Handle interruptions effectively
- Telephone service techniques

Inquiries & Referrals Module (60-90 minutes)

- Clarify customer needs
- Link valuable benefits of products and services with features
- Refer customers professionally
- Ask benefit test questions to create cross-selling opportunities

Work Habits Module (60-90 minutes)

- Organize work area
- Manage time effectively
- Gain cooperation from others
- Present professional appearance
- Ask customers for feedback on the quality of service
- Perform quality outgoing telephone service calls
- Initiate team support actions

Service Recovery Module (60-90 minutes)

- Active listening
- State regret and express empathy
- Confirm personal assistance
- Clarify facts
- Educate, correct error, or seek assistance
- Restore confidence



The premier customer service training solution for over three decades.

Powerful Blended-Learning System

SERVICE PLUSg3 is a comprehensive blended-learning, coaching and mentoring system. Besides the exceptional online CBT course, the behavior-change system also includes; 1-on-1 coaching sessions, on-the-job skill use, and helpful on-the-job manager feedback.

Coaching & Mentoring System



This unique empowerment system develops your managers and supervisors into service quality role models, mentors and true leaders. The system includes the following:

- Online, SERVICE PLUSg3 course and Toolkit for each employee; participants complete each of the four modules, then meet with their coaches for a 1-on-1 session to review, practice and master skills learned from the CBT course.
- Easy-to-use Coach's Guides for your managers and supervisors who serve as SERVICE PLUSg3 Coaches; the guide helps your Coaches conduct productive training meetings and provide constructive on-the-job performance feedback.
- Onsite training by RMG to certify your organization to effectively implement and manage the SERVICE PLUSg3 system in the future.
- Comprehensive administrative handbook package includes a complete leader's guide for the Coaches Certification Workshop, Video Development Lab guidelines, service quality measurement techniques, ongoing follow-up tips and other helpful resources.

Customized to Your Business

With this upgrade option the content screens of the CBT and exercises in the Toolkit and Coach's Guide are customized to your organization's products, services, special terminologies, and service quality direction. The training material is branded with your logo, branding phrase, and color scheme.



Dynamic, empowering, lasting!

The SERVICE PLUSg3 online CBT course includes these elements:

Online Training

- Four CBT modules, each module takes 60-90 minutes to complete.
- Helpful participant Toolkit reinforces online training.
- Practical skill-based content tailored to service delivery, engaging screen design, interactive and robust learning activities, and a wide variety of learning exercises achieves exceptional comprehension.
- Easy-to-implement decentralized training conveniently reaches everyone at your organization.
- Spaced-learning over time, usually 1 module per week; CBT self-learning followed by practical on-the-job skill use to achieve solid performance improvement.
- Cost-effective and time-effective solution to strengthen service quality performance throughout the organization.
- Online Learning Management System monitoring features make it easy to track learner progress (SCORM conformant).

What SERVICE PLUSg3 does for your organization:

- Puts the power of positive change directly into the hands of your managers and employees.
- Meets each individual's unique training needs.
- Develops managers into proactive service quality coaches.
- Installs a 'perpetual culture-building system'.

The ultimate blended-learning coaching and mentoring system.

Here's what our clients say about SERVICE PLUS:

"We conducted an independent survey of customers. Our service quality scores were outstanding. I would recommend SERVICE PLUS to any management team that is serious about making a commitment to improving their company's service delivery."

Company President, Michigan

"Having experienced and purchased other 'service improvement' programs over the years, I can tell you that SERVICE PLUS bears the most fruit long term. We find SERVICE PLUS to be an efficient and effective way to improve service levels, increase referrals and reduce employee turnover."

Director of Marketing, Kansas

"Providing 'better service' is no longer a dream but a reality. SERVICE PLUS has provided us with the tools necessary to educate, train, and reinforce staff on the importance of service. We have not only reached our primary objective ... develop a service culture, we have far exceeded our original expectations."

Human Resource Manager, Arizona

"The consistency of the front and back office service skills has provided a notable difference here because of SERVICE PLUS. Our customers receive consistent, excellent service and our employees strive to serve each other with a similar standard. We have found the SERVICE PLUS training program has also strengthened the coaching skills of supervisors and managers."

Director of Training & Development, Wisconsin

"There has been a noticeable improvement in the level of service we deliver to our customers and each other. Before SERVICE PLUS we delivered a high level of service but we just didn't deliver it consistently and we often didn't deliver a high level of service to each other internally. Now we are more consistent delivering service to everyone plus we are more aware of internal service needs."

Marketing Director, Connecticut

"We have had incredibly good results in service provided to customers and co-workers because of SERVICE PLUS. The rewarding point is that customers do notice and comment on the difference in service; so while we felt we were providing good service before, now we really know we are."

Marketing and Training Director, Washington

"We've experienced a noticeable improvement in service related issues based on the rating our customer's provide through survey data, etc. And internally, SERVICE PLUS has had a tremendous impact on how our employees work together by fostering teamwork and 'internal customer service.'"

Retail Executive, North Carolina

"SERVICE PLUS has helped to create one standard of service throughout our institution. I highly recommend the training approach to other institutions."

Chief Learning Officer, Illinois



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**SERVICE PLUS... a proven
solution to service quality
excellence!**