



---

***CREATING A CULTURE OF  
SERVICE EXCELLENCE***

---

**PRESENTED BY:**

**Bryan Williams, CQA, MAEd**

**Chief Service Officer**

**B.Williams Enterprise, LLC**

---

**[www.bwenterprise.net](http://www.bwenterprise.net)  
[www.engagemenow.com](http://www.engagemenow.com)**

—  
**Email: [info@bwenterprise.net](mailto:info@bwenterprise.net)**

—  
**240.401.6958**

***We exist to serve others so they may better serve the world.®***



*THE UNIVERSAL SERVICE RULES*

The Universal Service Rules govern how we ultimately think of and provide service to others. They are:

The Golden Rule:

The Platinum Rule:

The Double Platinum Rule:

Use your assigned rule to respond:

Imagine some good friends whom you have not seen for a long time but would love to see. You just found out that they will be visiting you in a few weeks. What will you do **to get ready** for their visit?

While they are visiting, what are some things you would do if you want them to have a good time and **come back**?



*SERVICE TOUCHPOINTS*

What is a Touchpoint?

Touchpoint 1:

|                                      |
|--------------------------------------|
| Deposit:<br><br><hr/><br>Withdrawal: |
|--------------------------------------|

Touchpoint 2:

|                                      |
|--------------------------------------|
| Deposit:<br><br><hr/><br>Withdrawal: |
|--------------------------------------|



---

*FUNCTION VS. PURPOSE*

**“Customer service is not a department, it’s an attitude.”**

--Mac Anderson

*Function Vs. Purpose...*

What is the relevance of knowing the purpose?

Will it truly make a difference in how a function is performed?

Will knowing the purpose enable the function to be performed on a more consistent basis?

| <b>Function</b> | <b>Purpose</b> |
|-----------------|----------------|
|                 |                |
|                 |                |
|                 |                |
|                 |                |

## *STEPS OF SERVICE*

### **Universal Service Steps**



Step 1: Warm Welcome (Use their name!)

Step 2: Comply and Anticipate

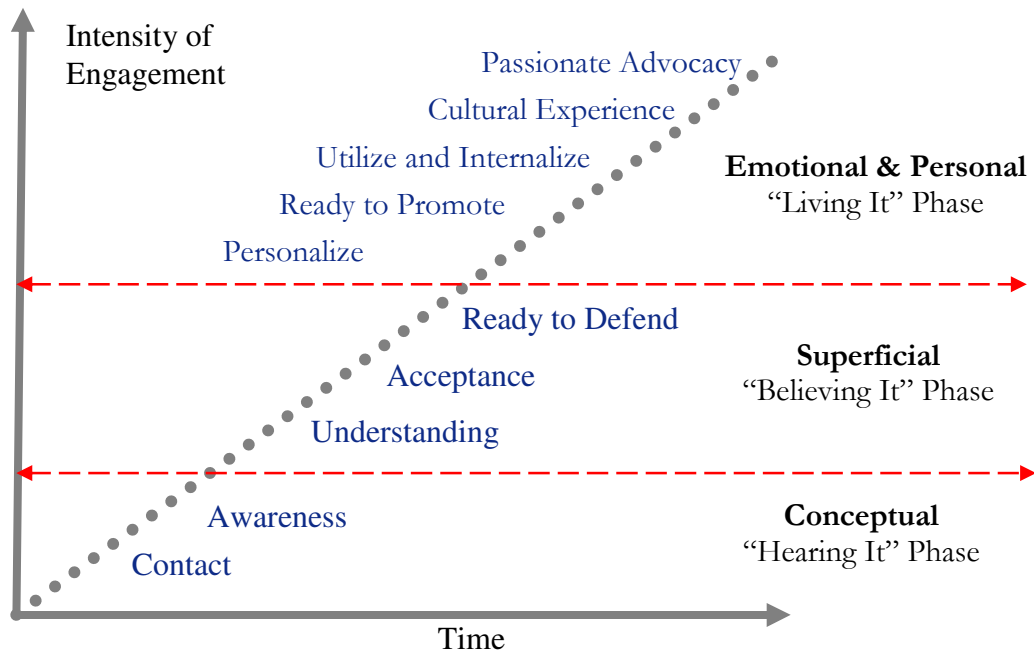
Step 3: Offer Additional Assistance

Step 4: Gracious Goodbye (Use their name!)

Most service providers do not consistently perform all four steps.

Providing world-class service requires performing all four steps on a consistent basis.

**PHASES OF CULTURAL ENGAGEMENT**



Key Take-Aways: