



# Achieving IT Service Excellence

O&A's experience with thousands of organizations worldwide has shown that people in IT are committed to providing their clients with excellent service. But they often deliver service based on what they, not their clients, think is important. This can result in misunderstandings, costly rework, clients feeling like they haven't been heard, and low engagement scores for IT.

By building a culture that is steeped in service excellence and focused on your clients, you'll ensure that your organization is the "provider of first choice" in today's competitive environment and that you'll be able to attract and retain the talent you need.

This highly interactive virtual or in-person instructor-led training program will help you develop a common definition of service and an understanding of what is important from your clients' perspective. It will give you the building blocks for a successful service strategy that allows you to position IT to deliver the right things to the right clients at the right time — rather than all things to all clients. You'll leave with new ideas and a new approach for handling even the most difficult service challenges.

## Program Goals

After participating in this program, you will be able to:

- ◆ Develop an IT service strategy based on five key components.
- ◆ Increase your client satisfaction.
- ◆ Understand and measure service through your client's eyes.
- ◆ Identify, manage, and adjust to client expectations.
- ◆ Encourage client complaints to increase service levels.
- ◆ Develop strategies for handling difficult client situations.
- ◆ Make the most of each "Moment of Truth."

### Who Should Attend

This workshop is designed for all IT professionals.

### Delivery Options

#### Virtual Instructor-Led

*Each module is 3 hours*

**Module 1:** Service Strategy Cycle; Learning About Clients; Service Expectations (Service Level Choices)

**Module 2:** Service Expectations (RATER Activity, Moments of Truth Activity); Service Communications

**Module 3:** Service Recovery; Case Study (Role Play)

**Module 4:** Service-Oriented Staff; Real-World Application

#### Classroom Instructor-Led

*Two-day workshop*

- See agenda, page 2

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## COMPREHENSIVE WORKSHOP AGENDA

### IT Service Strategy

With your client at the center, this tool provides the big picture and major components of your service strategy, including your service expectations and service recovery.

### Keeping the Client Focus

Gain the tools (and the motivation) to better understand the business needs of your client so that you can hit the bull's eye every time. You'll examine the expectations others have of IT and how IT is doing against those expectations. Discover how to transform the organization from "order taker" status to "strategic partner" status.

### Service Expectations

Providing excellent service means having clear, set levels and options for clients when they want more:

**Assessment:** You'll examine how service is delivered today by IT and see the different perspectives of both clients and others in IT. Based on this assessment, you will develop an action plan for both the process of service delivery and the outcome of service delivery.

**Four IT Service Styles:** Identify your style based on our key characteristics and learn how each style impacts the organization's overall service level.

**Moments of Truth:** There are literally thousands of episodes with clients that create an impression of IT. A team exercise will help you identify the critical ones in your organization so that they can be targeted for improvement to help increase client satisfaction and the perception of IT's value.

**Clarifying Expectations:** Know when to fix problems and when to clarify. You'll learn how to use the "STEPPS" method to deliver bad news and turn a challenging situation around.

**IT Case Study Exercise:** This exercise demonstrates how your management of client expectations and critical Moments of Truth impact your service delivery, client satisfaction, and IT's image. This is an opportunity to practice and apply your new client service skills to these real-world challenges and be proactive with future situations.

### Service Communications

Service excellence requires managing communication before and during service delivery. You'll learn skills and verbiage to help IT be proactive and professional in managing expectations around the five areas clients are paying attention to.

### Service-Oriented Staff

O&A has identified and documented some of the worst behaviors — the "Service Sins" — exhibited by IT professionals. By exploring them, the goal is to increase your awareness so that you can work toward eliminating them. You'll also learn what to say to get credit for IT's positive intentions and efforts, especially when the pressure is on.

### Service Recovery

Through a discussion of service trends, you'll define what service truly is in an IT environment, learn the building blocks of superior IT service, and understand the costs and impact poor service has on your organization.

You'll also discover that when you make it difficult for clients to complain, you remain unaware of problems building up below the surface — problems that eventually sink the IT ship. During this "Iceberg" segment, you'll learn confidence- and competence-building tools to apply in these challenging conversations.

### Keeping the Client in the Center

Sample report cards and assessment tools will help you establish a baseline of the five areas on which clients measure your entire IT organization.

### Building and Sustaining Your Client Focused IT Organization

Make sure the momentum continues once the workshop ends. Bringing together the knowledge, action planning, and electronic tool sets of this workshop, you'll be set to begin building a client-focused IT organization and prepared to answer challenges you are facing today and in the future.