



## Customer Service Training That Makes a Measurable Difference

**Develop interpersonal and problem-solving skills.**

**Reduce customer defections.**

**Build customer loyalty.**

- It can cost five times more to find new customers than retain existing ones
- 68% of customer defections take place because customers feel poorly treated
- Reducing customer defections can boost profits by at least 25% and as much as 85%

**Blazing Service** develops customer service skills, helps increase customer satisfaction, and improves customer retention. Complete with web-based reinforcement, tracking and measurement tools, the program helps you demonstrate the impact of training.

Designed to meet the learning needs of customer service providers in high customer contact organizations, Blazing Service helps employees grasp and apply proven interpersonal and problem-solving techniques immediately. You will have the tools to ignite great customer service in your organization.

Combining the best of classroom instruction with easy-to-use web-based reinforcement tools, Blazing Service inspires in your customer service team both the personal qualities and the practical skills that make exceptional customer service providers. The bottom line? More satisfied, loyal, and committed customers, which is the key to sustainable growth.



### The Blazing Service Training System consists of:

- Six 2-hour modules
- Two-day trainer certification workshop (facilitated either by one of our certified trainers or by your internal certified trainer)
- Take-away Job Aid card (to reinforce key learning principles)
- E-magazine (accessed online after training)
- Blazing Service At Work™ (web-based performance support)
- Blazing Coach™ (web-based testing and coaching with built-in assessment tools)
- Blazing Service Administrator™ (for tracking and reporting)



## Customer Service Training That Makes a Measurable Difference

We provide....	So you can....
Complete customer service training	Further develop the skills of customer service providers (anyone in a customer-facing role)
Tested and proven customer service theory translated to practical application	Develop a culture of customer service commitment
Practical, behavior-based learning	Ensure skill improvement and sustained behavior change
Fully customizable content	Address issues and provide examples for your unique culture, challenges, and goals
Interactive, collaborative learning	Reap the benefits of peer-to-peer learning
6 two-hour modules	Deliver two-hour, half-day or full-day training sessions
Facilitator guides, participant materials, job aids, and slides	Rapidly launch consistent, compelling, and effective training
Post-class reinforcement methods (Blazing Coach™ and the Blazing Service electronic magazine)	Support on-the-job application of skills and learning retention
Built-in Level 2 and Level 3 assessment	Capture learner scores and report results
Web-based measurement and tracking tools	Easily track learner participation and report behavior change
Blazing Service™ Dashboard	Track key customer service success indicators
Web-based performance support (Blazing Service At Work™)	Encourage application of classroom learning to actual work challenges
Web-based virtual coaching function	Reinforce, redirect, and coach learners
Two-day trainer certification	Use your internal trainers to deliver our programs
Workshop delivery by NetSpeed Learning Solution trainers	Launch our training programs without additional pressure on internal resources
Web-conference delivery options	Reduce expenses associated with travel and time away from the job
Content linked to Blazing Service™	Introduce or reinforce learning for Blazing Service™
The ability to co-brand the platform	Provide a private, customized learning web community for your employees or members

## BLAZING SERVICE MODULES (each module two hours)

### BLAZING SERVICE - PART I

Module 1: Blazing the Service Path

Module 2: Thinking Like Your Customer

Module 3: Winning Customer Hearts and Minds

### BLAZING SERVICE - PART II

Module 4: Solving Customer Problems

Module 5: Handling the Heat

Module 6: Fixing the Systems



We researched several customer service training programs in search of one that was comprehensive, well-designed, easy to implement and was cost-effective. We found this in Blazing Service. Blazing Service is a complete ready to go program.

So often training fails because it is a one-time event and there is no way to reinforce the classroom session. Not only does Blazing Service have a suite of web-based testing and reinforcement tools, but it also has a very easy-to-use tracking and reporting tool, so we can see how the training has impacted the participants. We have not seen anything else quite like it on the market. It is Blazing Service's methodology of blending classroom training followed by self-paced reinforcement, combined with the company's willingness to work flexibly with us that ultimately sold us on the program. ”

Orrin E. Bailey  
*Chief Executive Officer*  
Michigan Works! The Job Force Board



We chose Blazing Service for our customer service training after reviewing more than a dozen other programs. We needed a practical solutions-based customer service training program that gave people concrete problem solving skills and techniques to effectively deal with difficult customers to ensure a win-win outcome for the company and our customer. A key requirement for us was a way to measure the impact of the customer service training. With its post-classroom reinforcement tools and tracking and measuring tool, Blazing Service was head and shoulders over the other customer service training programs. ”

Linda Adlof, *Director*  
Center for Executive and Professional  
Development  
University of Tulsa



See [www.netspeedleadership.com](http://www.netspeedleadership.com) for more information.