



# one Centennial

One team, serving one community, with the best in  
Ownership • Integrity • Responsiveness

**Delivering  
Exceptional  
Service**

**Participants Guide**



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**A Course Expectations and Training Outcomes**

**1. Outcomes**

At the end of this session you will be able to:

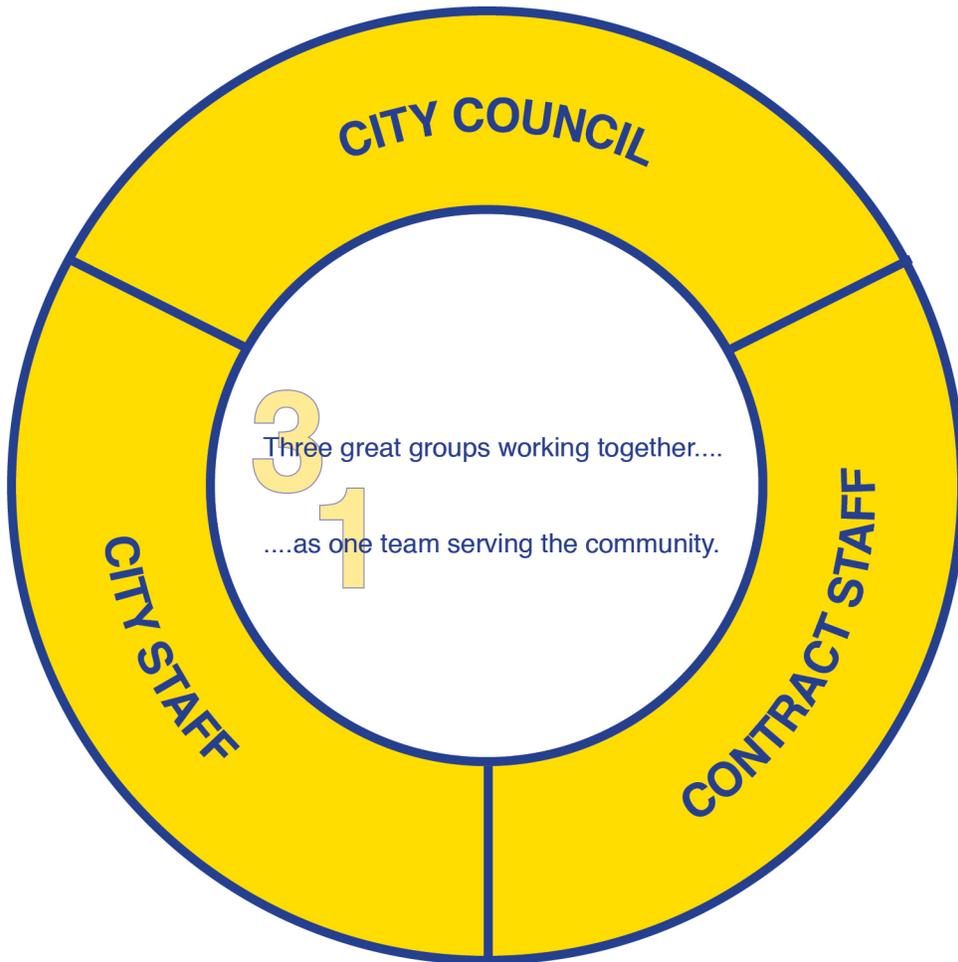
- Understand and explain the One Centennial service values so that you can live them and share them.
- Apply the 3 Steps to delivering exceptional service in your current role.
- Properly use the 6 Steps to handling customer complaints.
- Immediately deliver great service to your customers and coworkers.

**2. The Training Agreement**

Trainer Agrees to:	Trainee Agrees to:
<ul style="list-style-type: none"> <li>• Document clear expectations</li> <li>• Recognize performance</li> <li>• Reward performance</li> </ul>	<ul style="list-style-type: none"> <li>• Take responsibility for the effectiveness of their learning.</li> </ul>

**B Our History**

- 1998** Arapahoe Citizens for Self Determination was established.
- September 12, 2000** 77% of voters approved the formation of the City of Centennial.
- February 7, 2001** City of Centennial legally established as a Colorado city.
- June 8, 2008** Home Rule Charter was approved by voters.



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**C** **What Is Great Service?**

**Why Deliver Great Service?**

**?** What are some reasons to deliver great service both internally and externally?

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**?** What are some of the risks of not delivering great service?

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**?** If great service is so important, then why is it so hard to find?

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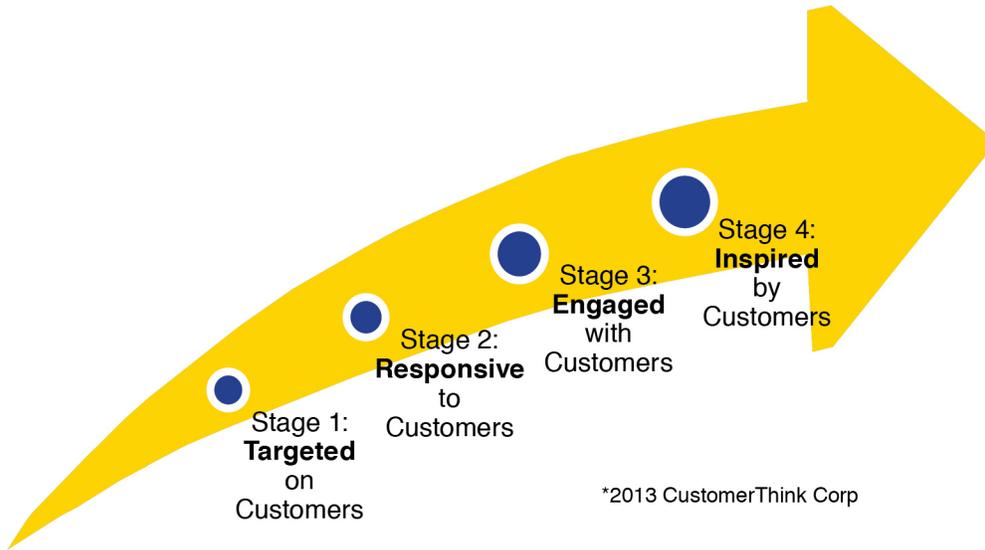
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**D** Great Service Makes You Great

**Customer-Centric Journey Model**



## Transactional Experience vs. Transformational Experience

TRANSACTIONAL EXPERIENCE:	TRANSFORMATIONAL EXPERIENCE:
Performing an action simply for the sake of completing it.	An interaction where both parties connect through elements of listening, open dialogue and at times collaboration.



Come up with examples of both transactional experiences and transformational experiences and share them with the entire group.

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*"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."*  
- Maya Angelou



Which stages in the Customer-Centric Journey Modes are more

Transactional?

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Transformational?

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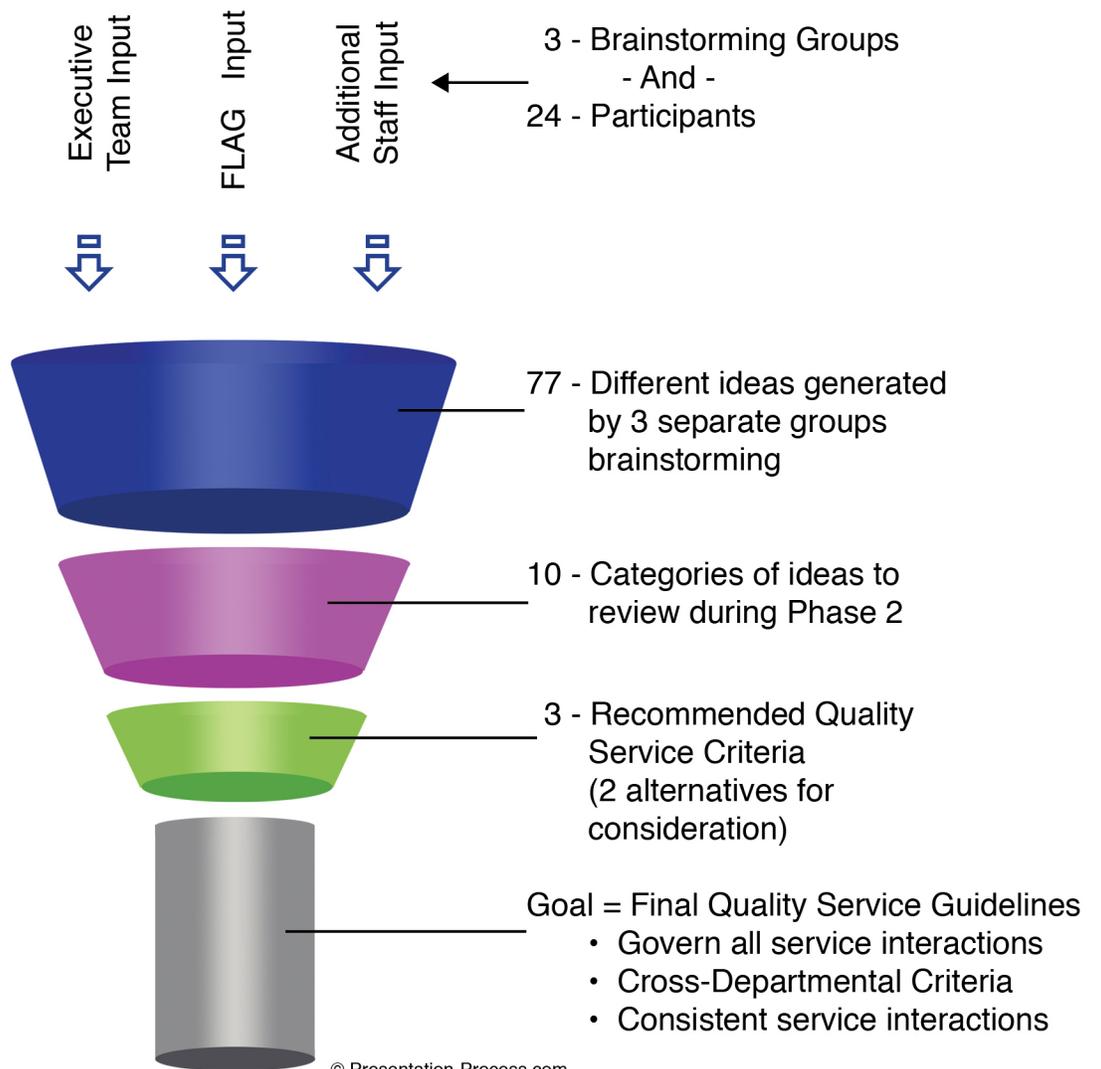
**A Centennial Service Values:**

**Ownership ♦ Integrity ♦ Responsiveness**



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**B** How and why these service values were created



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**A** 3 Steps to Great Service

**1** Figure out what the customer wants:

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**2** Give the customer what they want:

Do it accurately,  
enthusiastically,  
politely, and with  
a sense of urgency.

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**3** Go the extra mile:

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**B** Extra Mile Ideas

- Call a customer instead of emailing when a two-way conversation might work better than a one-way one.
- Get up and talk to a coworker face-to-face instead of sending an email.
- Send a handwritten note to someone who helped you instead of sending an email.
- Provide additional information that a customer didn't ask for that might be helpful to them based upon their request.
- When someone escalates an issue to you, resolve it and then go back and show that person how you did it.
- When a customer asks you for something we cannot provide to them, offer an alternate solution of some type.

**?** What are some ways that you can go the extra mile for your customers in your job?

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Work with a partner and roll play the 3 Steps to Great Service, and help your partner to follow each step. (Scenarios outside of City Business are allowable for this exercise)

**C** 6 Steps to Effectively Handling Customer Complaints

**1** Acknowledge the complaint:

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**2** Sincerely apologize:

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**3** Take action to make things right:

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Use discretion -  
Could there be  
times when you are  
unable to take actions?

**4** Thank the customer:

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**5** Escalate, if needed, or required:

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**6** Document the complaint:

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Work with a partner and roll play the 6 Steps to Effectively Handling Customer Complaints, and help your partner to follow each step.  
(Scenarios outside of City business are allowable for this exercise)

**A** 3 Types of Energy

Physical

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Emotional

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Vibrational

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**?** Think about a place you've been that had high energy. What are some adjectives to describe that place?

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**?** How about a place with low energy?

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**B** Managing Energy

Take a moment to think about your current energy level, where you would like it to be and how you will raise your energy to that level.

Current Energy Level (0-10) \_\_\_\_\_

Desired Energy Level (0-10) \_\_\_\_\_

How will you achieve your desired energy level?

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**A The Power of Language:**

THE POWER OF LANGUAGE		
Avoid	Try Instead	Thoughts
“You have to...”	“Could you please...” “Would you please...”	Making a conscious choice is far preferable to feeling “forced” or to “making a sacrifice”
“I can’t...” “We don’t do that...”	“Let’s see if we can find something to solve that for you...”	Rather than leaving the customer with no solution, find a way to give them what they need.
“Anything else...” “Is that it?”	“What more can I help you with?”	“Anything else?” Sounds like you’re trying to get rid of the customer.
“They (Centennial)...”	“We...”	Saying “They...” implies that you aren’t part of the organization.
“Hold please...”	“May I put you on hold?”	This IS a question, and a customer can say “no”.
“No Problem” “No Worries”	“You’re welcome!” “My pleasure” “Happy to help.”	Saying “no problem” implies that it is a problem when a customer asks for help.
Speaking ill of customers.	If you need to discuss a difficult customer issue, do so behind closed doors with your manager and in a constructive manner.	Speaking poorly about a customer negatively impacts the service culture, and you never know who might be able to hear you, including other customers.
“Sorry about that...”	Refer to ‘6 Steps for Handling Customer Complaints’	Saying “sorry” without acknowledgement of concern, sincerity and steps to rectification can appear disingenuous and may imply that you are simply following a ‘script’.

## **B** Elements of Communication

Communication between people contains (1) nonverbal, (2) tonal, and (3) verbal elements, and it is important for all three to be congruent with each other.

### **Nonverbal Activity: We Have to Move Now!**

1. Each participant should take a prompt from the bowl and read the same sentence to the class, expressing the mood on the card they've picked.
2. Participant will read the sentence: "We all need to gather our possessions and move to another building as soon as possible!"
3. Participant should write down assumptions they make about each student as they read their prompts.

**Tone of Voice Activity:** You have been waiting for a customer who arrives just in time for an important meeting. You say to them:

**“You made it here on time then!”**

Tone options: experiment by saying this sentence:

- In a relieved tone
- In a happy tone
- In a patronizing tone
- In an irritable tone

**Verbal Communication Activity:** Back-To-Back Drawing

Split into pairs for a drawing exercise.

**C Listen**

One of the most important skills in delivering great service is the ability to listen to the customer.

**?** How often do you know when someone is actively listening to you?

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**?** How do you know when they aren't listening?

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Pick a partner. Each of you will take 1 minute to share three ideas about how you could go the extra mile in delivering service to your customers.