



Service Excellence Program

A best practice employee incentive solution.
Engage, motivate and reward customer-centric performance.
Improve customer satisfaction, earn loyalty, raise bottom line profits.

A Service Excellence Program helps you align your people, processes and products to deliver the customer experience that your brand promises. Through an integrated, systematic approach to program design, we work with you to clarify your value chain and customer expectations, identify key partners, determine critical measures and define the gaps between your current and ultimate service goals.



A Service Excellence Program helps nurture a values driven, customer-centric culture that builds customer loyalty and drives long-term profits. Incentives are structured to engage your partners, motivate service delivery and reward performance.

How it works

Define your brand promise, translate into behaviours and reward customer focused performance

Service Excellence is designed to clearly communicate and reward the tangible actions that reflect your brand values. Rewards motivate repeat behaviour and support employee satisfaction, ultimately leading to service excellence and customer loyalty

Program is directly linked to critical value chain measures, giving you an efficient, effective tool for managing performance and tracking return on investment

Here's how we work with you to create a Service Excellence Program



Help clarify your value chain and identify key customer needs and expectations



Identify value chain partners



Establish critical value chain measures



Define inputs and outputs of individuals within your value chain



Examine performance gaps



Identify desired performance and set targets



Design an incentive program to drive performance objectives



Customise a reward offering for motivational appeal and maximum impact



Launch to engage people, generate enthusiasm and buy-in



Deliver regular, targeted communications to inform, educate and motivate



Provide regular reporting and feedback to keep program on track

Why Achievement Awards Group?

Track record of Service Excellence success in the medical, motor and hospitality industries



Provide start-to-finish program research, design and delivery

Food for thought

"Price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service."

Accenture Global Customer Satisfaction Report 2008.

Find out more
Email info@awards.co.za
or call us on +27 21 700 2300

The Science and Art of Business and People Performance

Achievement Awards Group • 14 Stibitz Street • Westlake • 7945 • Cape Town • South Africa
PO Box 234 • Plumstead • 7801 • Cape Town • South Africa
T +27 21 700 2300 F +27 21 700 9729 E info@awards.co.za
www.awards.co.za

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Employee Engagement & Motivation