



# SERVICE ORIENTATION

## **Objective**

The Service Orientation seminar focuses on raising the participants' awareness with regard to a customer-oriented mind-set and actions in their everyday professional lives. To do so, they learn to recognize the importance of embodying the idea service and the impact this can have on a company's success. They deal with the needs, expectations, and fears of customers in order to promote a relationship with customers characterized by loyalty and appreciation. Participants learn to strengthen their communication skills as well as how to productively handle customer complaints. They understand the importance of social and personal skills in customer relations and practice solutions-oriented behaviors in challenging situations, both with customers and within the team.

## **Target Group**

The seminar is designed for service providers – for example, banks, insurance companies, or transportation companies, as well as organizations from the health care and public sectors.

## **Procedure**

The Service Orientation training course is including a theoretical and a practical component. All exercises are carried out using specific examples from the everyday professional lives of the participants (e.g. difficult situations with customers) as well as typical scenarios from aviation. The modules are interdisciplinary and interprofessional and can be combined with each other as required.

We can conduct the training either at your offices or in our seminar rooms at the modern training center in Opfikon, near Zurich. Depending on the desired content, the program can last between one and five days. If necessary, our trainers are also available for team and individual coaching sessions for your service employees.

## Content

### Module A: Recognizing Customer Needs and Reflecting on Your Own Behavior

- Getting to know and appreciating our customers
- Our company's market positioning
- Our personal, social, and professional skills
- Methods of active listening
- Our customers' expectations and fears
- Viewing customer complaints as an opportunity and developing a professional approach
- The language of de-escalation

### Module B: Using Communication Tools Systematically

- Effect and impact of nonverbal communication and body language
- Modern etiquette in the professional world
- Factors of perception and interpretation
- Causes of error and error management culture
- Your own boundaries when pressured to intervene
- Models of intervention
- Schulz von Thun communication square
- Opportunities to influence the communication process
- Getting to know and understanding customer behavior patterns
- Expanding communication skills
- Getting to know your own behavioral tendencies based on transactional analysis
- Resource-oriented exercises to improve collaboration
- Conversation coaching based on challenging situations of the participants

### Module C: Behaviors of Customers and Your Team in Challenging Situations – the Human Factor Counts

- Various team exercises for communication under pressure, decision-making, leadership, and team processes
- Various models for team decision-making skills
- Debriefing – improving work processes and viewing errors as an opportunity
- Highly efficient team computer simulation
- Consciously influencing your own behavior under increasing time pressure and greater responsibility
- Good teamwork and efficient communication

Module D: Demeanor and Appearance in Professional Attire

Module E: Business Etiquette

Module F: Individual and Team Coaching

- Solutions-oriented individual coaching to improve leadership and conflict-resolution skills
- New perspectives for changes to mind-set and attitude
- Advisory support for processes and promotion of teams

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**CONTACT**

Karin Wolf-Schwarz  
Head of Service & Business Training  
Lufthansa Aviation Training Switzerland AG  
Cherstrasse 1, 8152 Opfikon, Switzerland  
ops\_management\_xs@lat.dlh.de  
lufthansa-aviaton-training.com