

**ROLL OUT THE RED CARPET:  
ENGAGE YOUR TEAM TO DELIVER  
EXCEPTIONAL CUSTOMER SERVICE.  
WITH AUTHOR DONNA CUTTING, CSP**



**Red Carpet Learning**  
WORLDWIDE

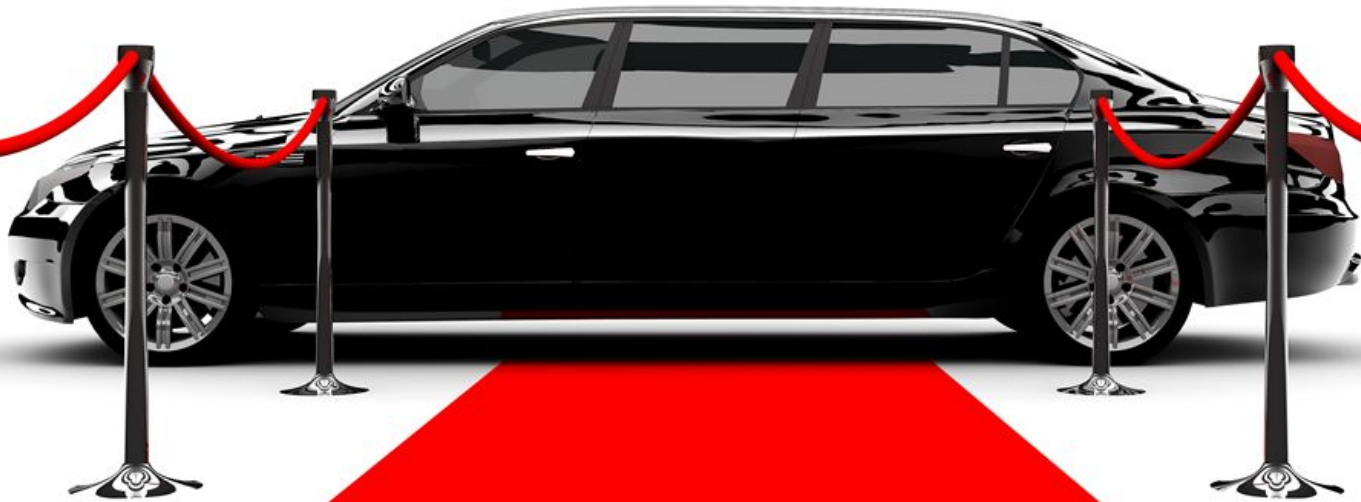




How do you get someone  
Who has never received  
Red carpet service to give it?



When you think of  
*extraordinary* customer service,  
you think  
of...?



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**DPAC**  
 DURHAM  
 PERFORMING ARTS  
 CENTER

October 2-7, 2012      December 4-9, 2012      January 8-13, 2013

**JERSEY BOYS**  
 The story...

**THE ELECTRIC BLUE STORY**

**EVERYTHING GOES**  
 WINNER BEST MUSICAL REWIND  
 2011 TONY AWARD

**MARY KATE AND ASHLEY TWINN**  
 A SUPER HIT!

**SISTER ACT**  
 GLORIOUSLY BROADWAY  
 A BRITISH MUSIC COMEDY

February 19-24, 2013      March 19-24, 2013      May 14-19, 2013

All Seating ↑

WELCOME TO DPAC



**Your Customer Service  
is only as good  
as your  
least engaged  
employee.**



# Seven Essential Service Skills



WELCOME –  
SMILE, EYE  
CONTACT,  
FRIENDLY  
GREETING



LANGUAGE –  
WHAT TO SAY  
AND WHAT NOT  
TO SAY



DISCERNMENT –  
THE ABILITY TO  
ADJUST THEIR  
APPROACH



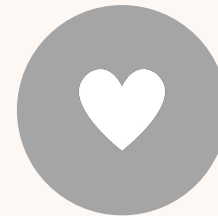
RESPONSIVENES  
S – AND SPEEDY  
EFFICIENCY



GRACEFULLY  
HANDLE UPSET  
CUSTOMERS



KNOWLEDGE OF  
YOUR SERVICES



WOW FACTOR –  
DISCOVER AND  
DELIGHT

A photograph of a red carpet event. In the foreground, a red carpet is laid on a stone-paved area. Several people are visible, including a man in a dark suit and a woman in a black dress who is holding a camera and taking a picture. Another woman in a black dress is also visible, smiling. The background shows a building with a staircase and some interior lights. Three white starburst graphics with yellow outlines are overlaid on the image, containing the text 'PROCESS/CLINICAL', 'HOSPITALITY', and 'WOW'.

**PROCESS/  
CLINICAL**

**HOSPITALITY**

**WOW**





# Set Them Up For Success: Define the Experience and



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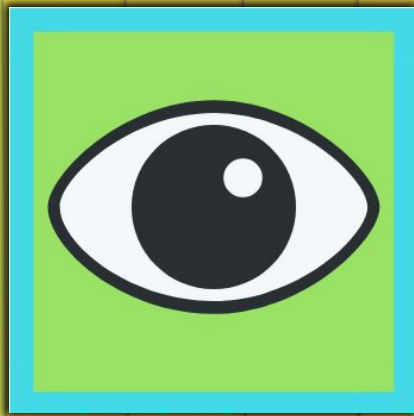


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# The Key Is Variety!



**VISUAL**

**AUDITORY**

**INTERACTIVE**



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A close-up photograph of a woman's face, focusing on her eyes and forehead. She has dark hair and is looking upwards with a thoughtful expression. An orange thought bubble with a white outline is positioned above her forehead, containing the text. Three smaller orange circles of increasing size lead from the bottom of the thought bubble to her forehead.

Can changing just one  
thought change the energy  
of the room?



## Micro-Learning Sessions



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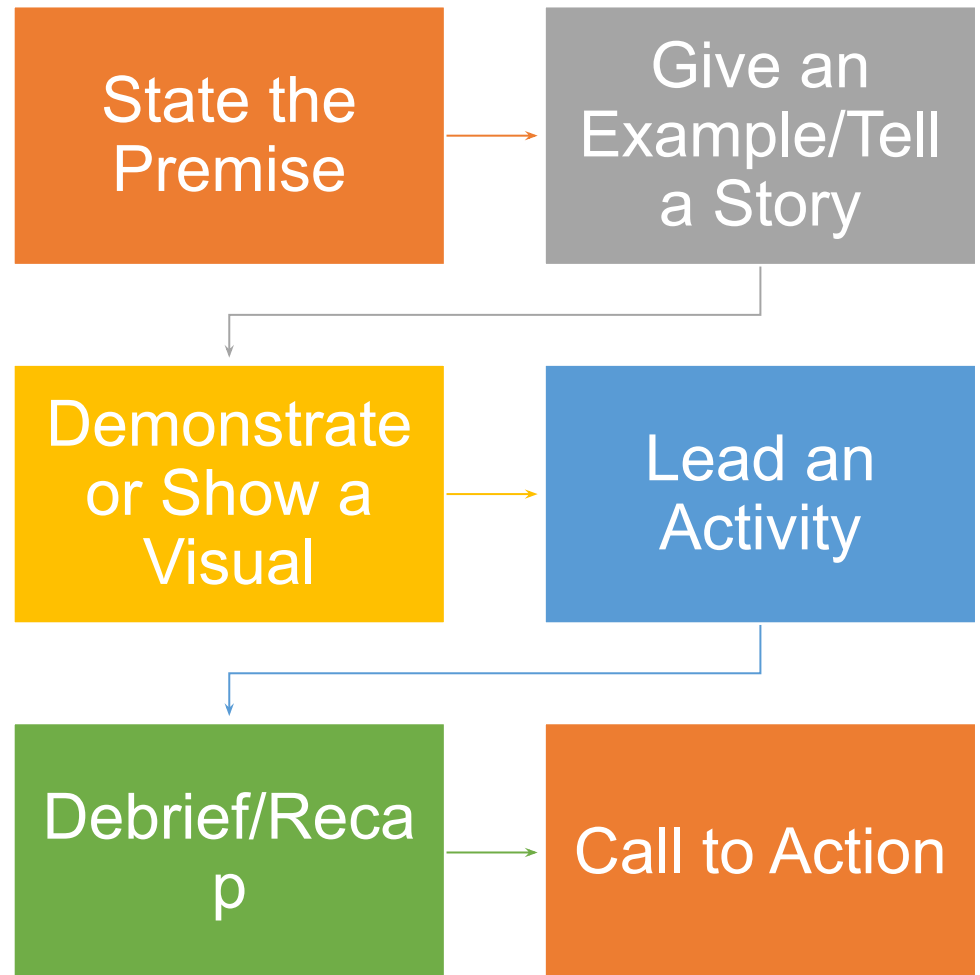


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# The 15-minute training formula



## Learning & Development Activities



- Skills Practice
- Pair Share
- Group Share
- Poster Presentations
- Voting
- Demonstrations
- Flip Chart Recording
- Scenario Solutions Discussion
- Escape Rooms





Week Two:



**The 10-Foot,  
5-Foot Rule**



2:42





# T.R.E.A.T

Upset Customers to Red-Carpet Service!

**T**une In and Listen

**R**espond with Empathy and Regret

**E**xplore Solutions and Fix the Issue

**A**dd the And Then Some

**T**hank the Customer

(Discuss permanent fixes with your team!)



**Say This,  
Not That!**

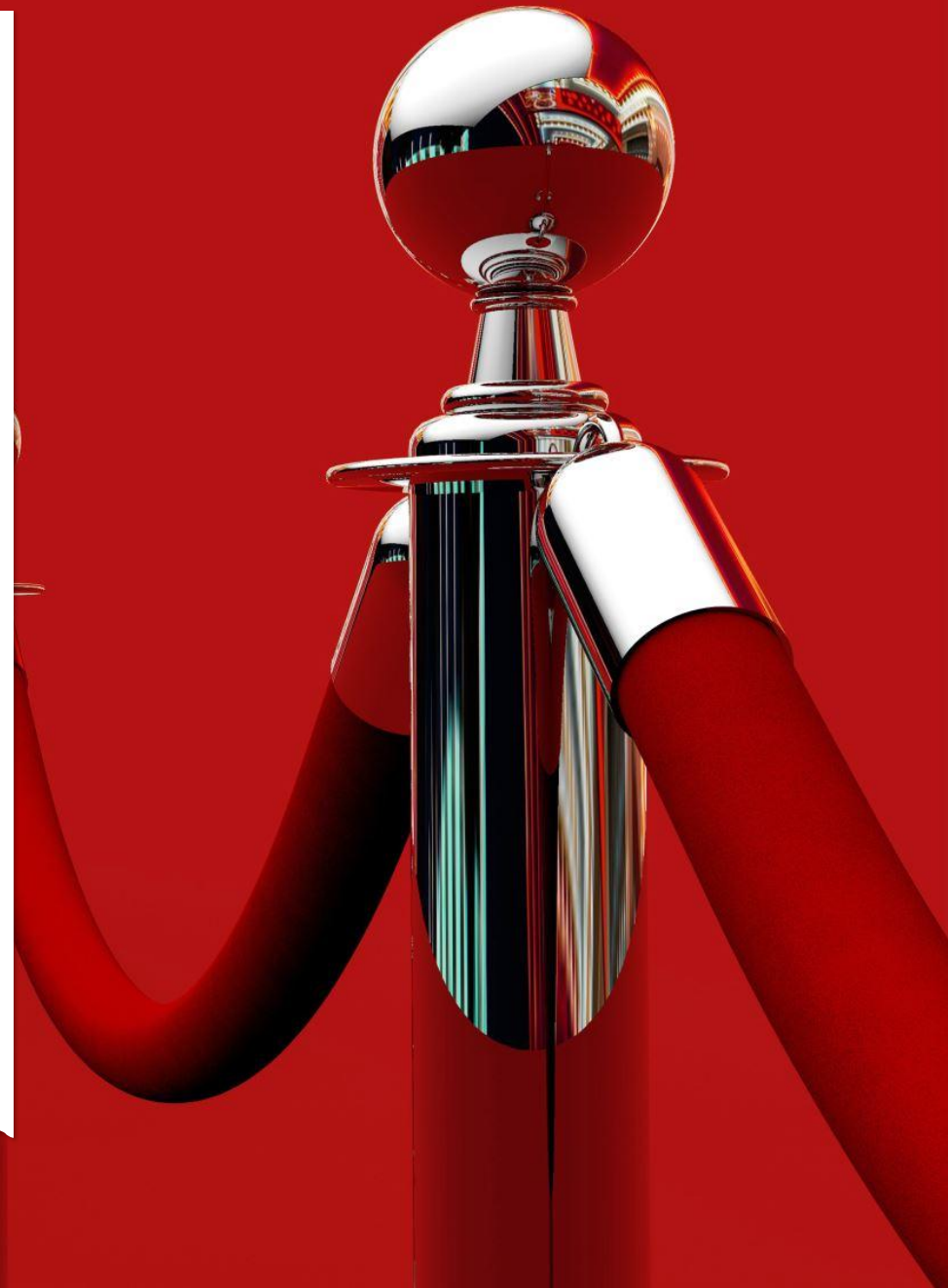




**WOW!**

# Regular Reinforcement

- Micro-Learning Sessions
- Stories Worth Sharing
- Notice and Acknowledge
- Red Carpet Rallies
- Customer Service Competitions



# The Celebrity Experience!









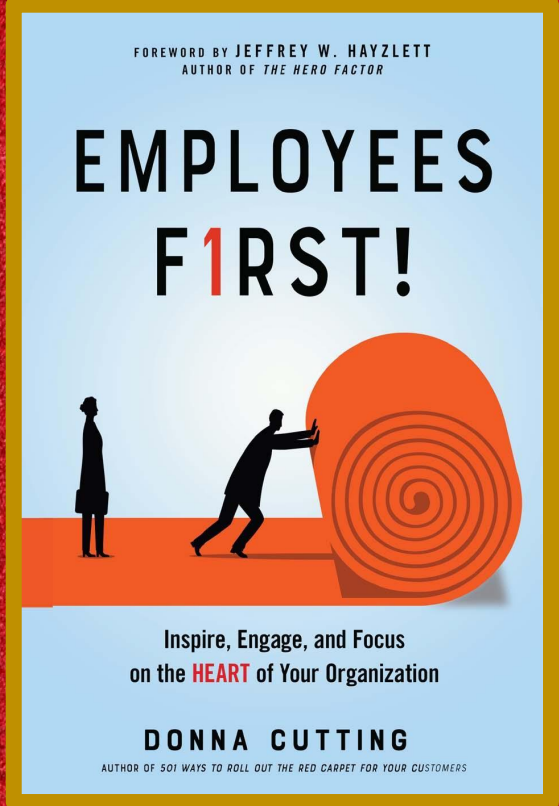
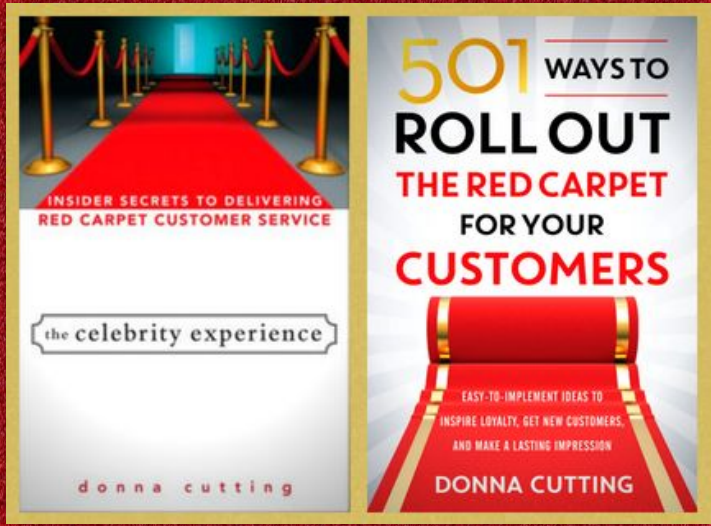
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