

Leading a Culture of Service Excellence Certificate

Great service isn't just a customer benefit; it's a competitive differentiator in any industry. The courses in this certificate program leverage today's leading customer service strategies to prepare you to establish a culture of service excellence that raises the standard of service for your organization, business unit, division, or team. You'll learn to assess the market needs for the service provided by your organization and develop the leadership competencies needed to create a consistent culture of empowerment and continuous improvement that will inspire exceptional service, every time, everywhere.

Students who successfully complete all 5 courses in this certificate program receive a Leading a Culture of Service Excellence Certificate from Cornell University's Hotel School.

Successfully completing this certificate program represents 40 professional development hours.

Who Should Enroll

- Managers and leaders responsible for serving external and internal customers
- Hotel and restaurant leaders and team members
- Healthcare facility leaders and team members
- Leaders and team members at financial institutions
- Small business leaders
- Retail leaders and team members
- Any organization whose staff or unit is responsible for providing a consistent high level of customer service and delivering on the promise of a quality experience every time

What You'll Learn:

- Define and plan a culture of service that delivers on the needs of the market.
- Assess key personal competencies and employ effective strategies for facilitating a strong service culture.
- Practice principles of Servant Leadership and create a listening environment.
- Establish key organizational processes to ensure service excellence in the customer experience.
- Foster continuous improvement and employee empowerment by applying practices that inspire, develop, and reinforce outstanding customer service delivery.

Inside the Program

- This certificate consists of 5 two-week courses.
- Students spend approximately 3-5 hours on each course per week.
- Lectures, text transcripts, readings, discussions, and projects are accessible 24 hours a day for three weeks each.
- Courses include multiple choice quizzes and instructor-moderated discussions. A final project is required for each course, allowing you to practice what you've learned in a real-world context.
- Expect plenty of opportunities for collaboration and networking with fellow participants both during and after your courses.

You can finish your certificate in as little as 3 months.



COURSES
5



COURSE LENGTH
2 WEEKS



CLASS SIZE
UNDER 35 STUDENTS



EFFORT
3-5 HOURS PER WEEK



FORMAT
100% ONLINE



MODEL
INSTRUCTOR LED

Leading a Culture of Service Excellence Courses

Fostering a Culture of Service Excellence (SHA591)

Using a case-based approach, this course will illustrate the importance of developing a strong service culture. You will reaffirm the importance of communicating a clear vision to both internal and external customers and share vision statements for your ideal service culture that reflect your organization's key values

- Assess the effectiveness of each component of your service culture so that you can plan for continuous improvement
- Develop an action plan for enhancing your service culture based on your assessments

Developing Service Excellence Competencies (SHA592)

Throughout this course you will practice modeling empathy, communication, curious discovery, and empowering others. This practice will give you the ability to empower others and empower your team to deliver excellent service that can be sustained over time.

- Assess your personal competencies required for facilitating your employees' service
- Develop service-focused leadership competencies to engage colleagues in creating a strong service culture

Practicing Servant Leadership (SHA593)

Servant Leaders are distinguished by their focus on listening skills, and you will assess and develop your listening behavior using Professor Brownell's HURIER listening model, which addresses six interrelated components: Hearing, Understanding, Remembering, Interpreting, Evaluating and Responding. You will examine your current environment to identify opportunities to strengthen relationships and enhance the service experience of your organization.

- Foster ethical conduct to promote service excellence
- Facilitate "service within"

Delivering an Excellent Customer Experience for Your Organization (SHA594)

In this course, you will focus on the key organizational processes that support the development of a strong service culture and exceptional customer service. You will be provided with a number of tools that enable you to select employees who have a strong service orientation and who will be a good fit with organizational values.

- Orient and socialize employees to practice high service standards
- Create a team-centered, collaborative culture

Developing a Culture of Empowerment (SHA595)

In this course, you will begin by focusing on service intangibles and consider the power of both customer perceptions and experience management in delivering exceptional service. The impact of sharing service stories and the benefits of fostering creative approaches to addressing service challenges are emphasized as participants consider how to facilitate a strong culture of service excellence.

- Foster employee empowerment to facilitate decision making and outstanding service recovery
- Integrate practices that recognize the importance of employee care, health and well-being