

Teri Yanovitch

Former Disney Institute Speaker & Corporate Culture Trainer

Please contact a GDA agent for information.

Topics

- Consumer Trends
- Corporate Culture & Governance
- Customer Relations
- Leadership
- Teamwork / Teambuilding



About Teri Yanovitch

Teri Yanovitch has been on the frontlines of industry for nearly three decades – including as a seminar leader and keynote speaker for the Disney Institute, a vice president for the pioneering quality management firm, Philip Crosby Associates, and the southeast U.S. regional trainer for the Hertz Corporation. As a speaker, trainer, consultant and business author, she engages others with her genuine approach, rich knowledge and passionate enthusiasm. Her powerful combination of customer service expertise and real-world quality management helps her move organizations from the status quo of “business as usual” to creating a culture of service excellence.

Teri has delivered presentations and workshops to many diverse organizations over the years such as Johnson & Johnson, AAA, Ernst & Young, Subway, Security Bank, First Citizens, Humana, Scania Trucks, Scholastic Inc., Nokia and America’s Blood Centers sharing the best practices of continuous improvement in both quality and service to help achieve their goals.

In 1999, Yanovitch became one of the first consultants to merge best practices in customer service and quality management into a comprehensive system for designing and implementing world-class service on every level. Much of what she has learned over the years is now available in her highly acclaimed book: ***Unleashing Excellence – The Complete Guide to Ultimate Customer Service.***

One of the field’s leading speakers on service excellence, she is also the co-author of ***Retain or Retrain – How to Keep the Best Ones from Leaving.*** Today, Teri is a full-time speaker, trainer and consultant who helps organizations achieve goals related to customer service, employee development and leadership. Her articles appear in a number of industry publications and in addition, Teri is an adjunct at Cornell University and Rollins College.

Select Keynotes

- **Creating a Culture of Service Excellence**

The delivery of excellent service should be viewed as a way of life within an organization. World-class customer service doesn’t just happen, it must be planned and managed if it is to be delivered consistently. This means ingraining it into the fabric of the organization so that it becomes known that service excellence is “how we do business”. To do this, a service philosophy and service standards need to be established so all employees know the expectations of how to deliver great service. The customer experience must be orchestrated to ensure all opportunities to create exceptional and memorable moments will happen consistently. This program will identify the leadership actions needed to create and sustain a culture of service excellence. Participants will:

- ◊ learn how to develop a Service Philosophy and Service Standards
- ◊ identify the critical elements that affect the customer experience
- ◊ learn the systems and processes that structure a culture of service excellence
- ◊ identify touch point opportunities to Wow the customer
- ◊ learn how to create Service Heroes of your employees.

- **Leading a Culture of Service Excellence**

Employees look to their leader for an example to follow. Leaders must walk the talk of service excellence. Intentions are not enough, actions are what speak. This program shows how to create a picture of performance excellence and inspire a common vision for all employees to follow. How to gain involvement and ownership by employees for their day-to-day interactions is covered as it is a critical component for success. Holding everyone accountable and giving praise and recognition to sustain the culture is also a vital key.

- ◆ learn how to create a credible, compelling picture of the future
- ◆ explore best ways to communicate the vision
- ◆ identify how to increase employee involvement and strengthen employee ownership
- ◆ explore how to hold people accountable.

• **The Magic of the ``Pixie Dust`` -Customer Service, A Way of Life for Disney**

How do you translate Disney's incredible 60 year success into simple strategies and tactics that any organization can apply? This program takes a look at how Disney engages the hearts and minds of its employees to *want* to deliver "the extra", even with no one watching. It explores how they consistently deliver a seamless experience through a common set of defined behaviors that become a way of life in both internal and external service situations. Through personal stories and anecdotes, audience participants learn how Disney separates itself from its competition. If you want to catapult your organization from offering ordinary customer experiences to extraordinary experiences, like Disney does, the lessons learned can be easily translated to your industry.

Participants will:

- ◆ Learn how to engage employees through a common vision that inspires and motivates
- ◆ Explore a set of behaviors that become guidelines to decision-making
- ◆ Understand the four components that create a differentiation in the customer experience
- ◆ Learn why it feels "magical" and how you can strengthen your brand.

• **Unleashing Excellence: How to Deliver World Class Service**

Superior customer service is the competitive edge in today's world of customer choices. Everything your customers see, hear, smell and touch has an impact on the perception of their experience and of your organization. This program shares techniques and tools that allow you to immediately apply and raise your current level of service to a higher level of extraordinary service. Attendees will learn how to create a seamless experience of service excellence for both internal and external customers. Participants will:

- ◆ learn how to look through the lens of the customer
- ◆ recognize Everything Speaks in your physical environment
- ◆ learn how to create small but impactful Wows for your customers
- ◆ identify ways to make it easy to do business with your organization.

Select Book Titles

- **2010:** Unleashing Excellence: The Complete Guide to Ultimate Customer Service Updated and Expanded 2nd Edition
- **1999:** Retain or Retrain: How to Keep the Good Ones from Leaving

Select Articles

- [Outstanding Service Begins with Touchpoints](#)

Every touch point with a customer is an opportunity to build a relationship. Service mapping is a tool to help move from mediocre service to excellent service at every touch point. The cumulative effect creates a consistent and seamless amazing customer experience for your customers.

- [How the Best Companies Plan to Stay on Top](#)

In today's world it is difficult to rest on your laurels even when you are on top because the competition will always be nipping at your heels. This article shows how Amazon and other world-class companies are planning to stay on top.

Select Testimonials

"I have worked with service consultants for more than 20 years and Teri's support and dedication is unprecedented. In June 2017, we completed her portion to a yearlong project that has jump started the amazing service culture for our clinical staff at Oklahoma State University in Tulsa. Teri's passion for creating a culture of service excellence is unsurpassed. I cannot thank her enough for her expertise in making this process a success."

— *Debbie Butler, PHR, SPHR-CP -Oklahoma State University Medicine*

"To say that you were a "hit" at our Senior Management Conference this last week on St. Simons Island would be an understatement. I've received numerous compliments regarding your presentation and the quality of the content. As a plus, those who had the opportunity to visit

with you liked you personally as well. Thanks again for a terrific experience.”

– *Richard A. Collinsworth: Executive Vice President/COO Security Bank*

“Teri has been regular speaker in our company over the the past few years, and she has been able to keep everyone engaged and motivated. We have taken full advantage of her many years of hands-on experience to develop a Service Excellence Program and we are well on-track to its implementation. Teri’s value added to the company has been undeniable.”

– *Sergio G. Carrillo: Director of Strategic Marketing Development Chesapeake Utilities Corporation*