

**Item H**  
**HLC Criterion 3**  
**Center for Professional Development**  
**Webster University**

## **Split Second Customer Service**

### **A Draft Proposal for St. Louis Agency for Training and Employment**

At the request of the St. Louis Agency for Training & Employment, the Center for Professional Development at Webster University (The Center) has developed a proposal to provide Customer Service Training for staff working for AT&T in their St. Louis headquarters located at 909 Chestnut St., St. Louis, Missouri. SLATE has informed the Center that AT&T has an arrangement with the City of St. Louis to receive this training for their employees. The Center proposes to deliver this training at a schedule mutually agreed upon by AT&T, SLATE, and the Center.

#### **Seminar Objectives**

The most important responsibility for any company is customer service. Apart from selling it is the first thing many customers see or hear and the one they most remember. The best strategy for organizational stability is a happy and loyal customer base and an organization simply cannot afford to lose customers due to sloppy or inappropriate customer service. More importantly, INTERNAL customer service needs as much attention as external. Split Second Customer Service is for organizations seeking improvement in internal and external communications. SSCS is an effective, efficient approach that employs techniques which enable employees to embed the process in company culture.

#### **Seminar Materials**

This seminar provides an excellent opportunity to instill a systematic and repeatable approach to customer service at AT&T. Through direct consultation with AT&T's customer service design team and the director of the Center for Professional Development, Dr. Drew Stevens, will develop a customized program that will address the specific customer service needs of AT&T. The program will come complete with custom materials that will give brand name recognition to this innovative customer service approach. The publications in this program will be approved by AT&T and incorporate the AT&T corporate logo and identity to ensure participant buy-in to the concepts in the program. Each participant will receive a text and workbook to enable learning and implementation of this approach in a consistent manner across the organization.

This seminar, delivered over 2 full days and led by Dr. Drew Stevens, incorporates dialogue, discussion and presentation elements. Participants will also receive a free DiSC assessment to understand how their behavioral tendencies affect communication with others, an interactive workbook including practice skills that inspire cultural change, and a free 30-minute private follow-up phone consultation with Dr. Drew within 30-days of the seminar.

#### **Delivery Schedule and Investment**

This program is designed as classroom style lecture/discussion to be delivered by the indicated Center for Professional Development faculty member (or another qualified member of the faculty). The proposed investment for the initial program is for up to 250 participants from AT&T. For most effective delivery of the program, the Center for Professional Development recommends a series of 8-10 two-day sessions over a 6 month period (on a schedule mutually agreed upon by the CfPD, AT&T, SLATE, and Drew Stevens). These classes would be limited to 30 attendees per session. The per session investment would be payable one week in advance of each session or a full contract payment

schedule may be negotiated between AT&T and the CfPD. These sessions can be delivered at AT&T in a facility of their choosing or could be presented at Webster University's Old Post Office Campus. If delivered at the Old Post Office, AT&T will be responsible for any catering and parking charges and additional fees not related to the delivery of Split Second Customer Service.

#### Faculty Information

**Name:** Dr. Drew Stevens

**Degree:** Ph.D., Organization and Management, Capella University

**Expertise:** Sales, Customer Service, Time-Management and Motivation

Drew Stevens has 25 years of sales and marketing experience. He was involved in selling data and technology solutions to leading financial institutions (including Standard and Poor and Dow Jones) for more than a decade. Drew first began to mentor and coach others while working on Wall Street. While serving as Director of Sales and Global Sales Manager for such prestigious accounts as The Bank of Tokyo and Morgan Stanley he was also responsible for training his staff in customer relations and sales. Drew went on to start his own business, Getting to the Finish line, which specializes in Sales Training and teaching the art of Professional Speaking. Drew has a talent for connecting with others and building relationships. Drew has trained thousands of sales professionals as far away as South Africa and Singapore.

## **Split Second Customer Service for Pinnacle Entertainment, Inc.**

A Draft Proposal for St. Louis Agency for Training and Employment

At the request of the St. Louis Agency for Training & Employment, the Center for Professional Development at Webster University (The Center) has developed a proposal to provide Customer Service Training for current and future staff of Pinnacle Entertainment, Inc. at their Lumiere Place Hotel and Casino on Laclede's Landing in St. Louis, Missouri. The Center proposes to deliver this training at a schedule mutually agreed upon by Pinnacle Entertainment, Inc., SLATE, and the Center.

### **Seminar Objectives**

The most important responsibility for any company is customer service. Apart from selling it is the first thing many customers see or hear and the one they most remember. The best strategy for organizational stability is a happy and loyal customer base and an organization simply cannot afford to lose customers due to sloppy or inappropriate customer service. More importantly, INTERNAL customer service needs as much attention as external. Split Second Customer Service is for organizations seeking improvement in internal and external communications. SSCS is an effective, efficient approach that employs techniques which enable employees to embed the process in company culture.

### **Seminar Materials**

This seminar provides an excellent opportunity to instill a systematic and repeatable approach to customer service at Pinnacle Entertainment, Inc. Through direct consultation with Pinnacle Entertainment's customer service design team and the director of the Center for Professional Development, Dr. Drew Stevens will develop a customized program that will address the specific customer service needs of Pinnacle Entertainment, Inc. The program will come complete with custom materials that will give brand name recognition to this innovative customer service approach. The publications in this program will be approved by Pinnacle Entertainment, Inc. and incorporate the Pinnacle Entertainment, Inc. logo and identity to ensure participant buy-in to the concepts in the program. Each participant will receive a text and workbook to enable learning and implementation of this approach in a consistent manner across the organization.

This seminar, delivered over 2 full days and led by Dr. Drew Stevens, incorporates dialogue, discussion and presentation elements. Participants will also receive a free DiSC assessment to understand how their behavioral tendencies affect communication with others as well as an interactive workbook including practice skills that inspire cultural change.

### **Delivery Schedule and Investment**

This program is designed as classroom style lecture/discussion to be delivered by the indicated Center for Professional Development faculty member (or another qualified member of the faculty). *The proposed investment for the initial program is for up to 1300 participants* from Pinnacle Entertainment, Inc. For most effective delivery of the program, the Center for Professional Development recommends a series of 26 two-day sessions delivered over a 6 to 12 month period (on a schedule mutually agreed upon by the CfPD, Pinnacle Entertainment, SLATE, and Drew Stevens). These classes would be limited to 50 attendees per session. The per session investment would be payable one week in advance of each session or a full contract payment schedule may be negotiated

between Pinnacle Entertainment and the CfPD. These sessions can be delivered at Pinnacle Entertainment, Inc. in a facility of their choosing or could be presented at Webster University's Old Post Office Campus, 815 Olive St., St. Louis, MO 63101. If delivered at the Old Post Office, Pinnacle Entertainment, Inc. will be responsible for any catering and parking charges and additional fees not related to the delivery of Split Second Customer Service.

#### Faculty Information

**Name:** Dr. Drew Stevens

**Degree:** Ph.D., Organization and Management, Capella University

**Expertise:** Sales, Customer Service, Time-Management and Motivation

Drew Stevens has 25 years of sales and marketing experience. He was involved in selling data and technology solutions to leading financial institutions (including Standard and Poor and Dow Jones) for more than a decade. Drew first began to mentor and coach others while working on Wall Street. While serving as Director of Sales and Global Sales Manager for such prestigious accounts as The Bank of Tokyo and Morgan Stanley he was also responsible for training his staff in customer relations and sales. Drew went on to start his own business, Getting to the Finish Line, which specializes in Sales Training and teaching the art of Professional Speaking. Drew has a talent for connecting with others and building relationships. Drew has trained thousands of sales professionals as far away as South Africa and Singapore.