

# LEADING A CULTURE OF SERVICE EXCELLENCE CERTIFICATE

## Program Description

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 help you raise the standard of service excellence 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.

## Key Takeaways

- 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.

## What You'll Earn

- Leading a Culture of Service Excellence Certificate from Cornell Hotel School
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Any organization looking to provide a consistent high level of customer service
- Managers and leaders responsible for serving external and internal customers
- Leaders and team members at financial institutions
- Hotel and restaurant leaders and team members
- Healthcare facility leaders and team members
- Retail leaders and team members
- Small business leaders

## Total Investment

- 3 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Leading a Culture of Service Excellence Certificate (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/leading-a-culture-of-service-excellence/>).

## Courses

Code	Title	Hours
ECORNELL SHA591		
eCornell SHA592	Developing Service Excellence Competencies	0
eCornell SHA594	Delivering an Excellent Customer Experience for Your Organization	0
eCornell SHA595	Developing a Culture of Empowerment	0