

For immediate release

# PRESS RELEASE

## The Service Profit Chain Institute Introduces Groundbreaking service system at ASTD 2012, International Conference in Denver.

*POWER!SERVICE™ is a comprehensive learning system designed to provide a range of critical behaviors, tools, skills, and processes vital to increasing customer satisfaction and loyalty.*

**Boston, May 5, 2012:** The Service Profit Chain Institute is pleased to announce the release of POWER!SERVICE™, a comprehensive learning system that brings to life the practices that service leaders including Caesar's Entertainment, Build-A-Bear Workshop™ and Wegmans Food Markets practice every day. It represents a breakthrough approach to addressing four key business challenges:

1. *Increasing Sales by Building Learning Relationships with Your Most Profitable Customers.* How do organizations create learning relationships with those customers that drive the greatest portion of total revenue?
2. *Consistently Surprise and Delight Customers in Ways that Matter to Them.* How do organizations consistently exceed customer expectations at key touch points in the experience that ensure higher levels of loyalty?
3. *Becoming World-Class at Matching Capacity to Demand.* How do companies engineer the Service Delivery System so that frontline employees have a chance to exceed customer expectations based on their full capacity to serve?
4. *Investing in Frontline Managers.* What are the competencies of High Performing Managers and how do organizations attract, retain, and develop the very best managers in their industry?