



Real Learning. Real Fun. Real Results.



# Customer Service Essentials Perpetual Licensing Proposal for the Village of Orland Park

*Revised October 31, 2022*

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# Customer Service Essentials Workshop Overview

Bonfire Training's **Customer Service Essentials** (CSE) workshop is the company's foundational customer service training program packed with time-tested, relevant and applicable content for today's internal and external customer interactions. This CSE training program is designed to increase the confidence of your team members so that they can consistently deliver an exceptional customer experience whether that is face-to-face, over the phone, via email or chat. This workshop reflects the best when it comes to proven, reproducible communication techniques that empower your team members to make every interaction a productive and successful one. With these proven communication skills, your team will learn to transform customers into loyal and enthusiastic advocates for your company.

By using your real-life examples and unique customer interactions, your team will learn how to apply these techniques to any situation. By integrating them quickly and easily into their daily routine, they will see immediate results your customers will notice and appreciate.

With **Customer Service Essentials**, your team will know how to transform every interaction into a positive customer service experience. They will learn to talk to customers in a relatable, authentic and professional way. The end result is a consistent, top level service model that creates a spark throughout your company's culture.

## LEARNING OUTCOMES

- Convey positive voice tone and word choices
- Consistently create positive first impressions
- Guide and control every conversation
- Understand when and how to use empathy
- Build and maintain rapport
- Transform negative messages to aid in customer cooperation
- Skillfully handle difficult customer interactions
- Apply standards for internal and external communication

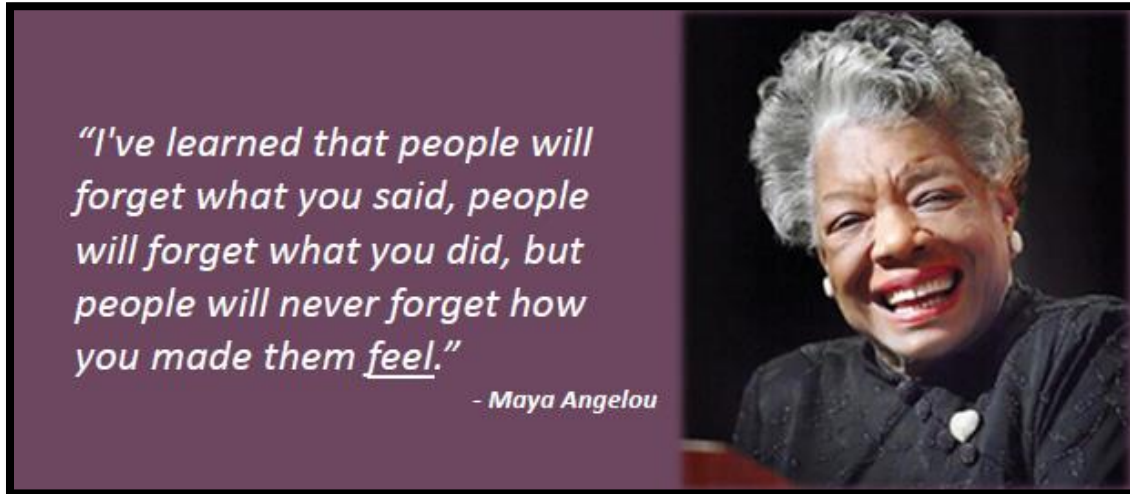
## BUSINESS OUTCOMES

- Improved team morale
- More self-reliant and empowered employees
- Consistency of excellent service
- Fewer customer complaints
- Breaking down silos
- Improved customer satisfaction



## Program Training Goals

The goal of this training program is to provide the Village of Orland Park with the essential training components necessary to successfully deliver the Bonfire Training **Customer Service Essentials** foundational training program, including training content, guides, tools and supporting materials, to the Village of Orland Park's internal team members. Being equipped to deliver the training program and corresponding techniques will help to promote a consistent customer service experience for both your external customers and internal team members, resulting in an elevated standard of exceptional customer service going forward.



As a result of delivering Bonfire's **Customer Service Essentials** training program, your team members will:

Know	relevant, top-tier customer service standards and best practices for providing a successful and consistent customer experience
Feel	a renewed spirit of delivering customer service excellence and confidence in engaging customers with these learned standards
Do	<ul style="list-style-type: none"><li>• Create and enhance customer relationships</li><li>• Apply the learned customer service techniques with every face-to-face, email, chat, and phone interaction</li></ul>



# Customer Service Essentials Training Program

The Village of Orland Park is interested in obtaining a license to utilize Bonfire's proprietary **Customer Service Essentials** workshop content internally in order to offer the workshop as part of the Village of Orland Park's Leadership Development Program/Curriculum. Bonfire will certify the Village of Orland Park's 25 trainers to deliver the workshop onsite and understands the desire to have this training completed within the next six months. Bonfire is pleased to present the following proposal to the Village of Orland Park.

## Customer Service Essentials Content

Bonfire's **Customer Service Essentials** training program content includes eighteen modules representing top-tier customer service standards. These experienced-based modules cover a full day of training content (6.5 to 7 hours) and are offered to the Village of Orland Park in two formats:

- All 18 modules included in a single package to be delivered as a full-day program
- 18 modules packaged individually for ease of delivering content in smaller, micro-learning modules, if preferred

Named one of The Top 15  
Customer Service Training  
Courses by COMM100!

The modules are designed with each topic's learning outcomes in mind and are activity-based, encourage engagement, and provide onsite and live remote delivery tips.

Bonfire's **Customer Service Essentials** training program includes the following 18 individual modules:

### INTRODUCTION

- Introduce yourself and the participants.
- Set expectations and ground rules.
- Introduce the START, STOP, CONTINUE page and give assignment and due date.

### GOAL AND REPUTATION

- Discuss the goal of customer service and reputation that participants want by defining *good* and *poor* customer service.

### CIRCLES OF INFLUENCE

- Identify the Circles of Influence.
- Recognize what falls into each of the circles.
- Learn the importance of letting go of what you can neither control nor influence.

### COMMUNICATION TOOLS

- Learn the tools for a first impression: Vocabulary, Voice Tone and Body Language.



## VOICE TONE

- Discuss ways your Voice Tone sends a message of positive, neutral, or negative.
- Learn tips to positively affect your Voice Tone.

## INBOUND GREETING

- Learn how essential the Inbound Greeting is to setting the tone for every call.
- Understand the components of an effective Inbound Greeting.

## ACKNOWLEDGE AND TAKE THE LEAD

- Identify ways to Acknowledge and then Take the Lead in the conversation.
- Identify ways to build rapport at the beginning of every interaction.

## GEMS FOR ALL CONVERSATIONS

- Learn how and when to use “Gems for All Conversations” to create positive conversations and to help build rapport.

## EMPATHY

- Understand what Empathy is and how to recognize when it is warranted.
- Learn how to give Empathy and to what level.

## POSITIVELY NEGATIVE

- Understand the importance of positive word choice.
- Learn how to turn negative phrasing into positive phrasing in order to garner cooperation.

## TROUBLEMAKERS

- Learn what types of phrases to avoid in order to maintain a productive conversation without creating a defensive customer.

## CALL TRANSFERS

- Learn how to properly transfer customer calls using the warm transfer technique.

## HOLD TECHNIQUE

- Learn the 4-Step Hold Technique.

## WRAP IT UP

- Learn a formula for an effective, customer-centered approach to ending a call/conversation

## ATTENTIVE LISTENING

- Learn the key components to Attentive Listening and acquiring a listening mindset.



## HANDLING CUSTOMER DISSATISFACTION

- Customer Dissatisfaction can occur when there is a gap between the customer's expectations and their experience.
- Learn to recognize the signs and Be an Ambassador.
- Take care of YOU and the Customers.

## EMAIL

- Identify key tips for writing effective email communications.

## START. STOP. CONTINUE.

- Goal setting and application of learning with START, STOP and CONTINUE.

## Customer Service Essentials Train-the-Trainer Certification

The Village of Orland Park's 25 trainers will participate in a **Train-the-Trainer Certification** process to become certified to deliver the Bonfire Training **Customer Service Essentials** workshop. The certification will be delivered onsite and includes trainers participating in a **Customer Service Essentials** workshop in order to experience the training from a participant's perspective, in addition to a **Train-the-Trainer** workshop. The certification will allow the Village of Orland Park to use the Bonfire Training content and delivery to inform, reinforce, and revisit training topics presented in the **Customer Service Essentials** workshop. The Village of Orland Park trainers will also be provided with **Train-the-Trainer** materials and instructions to help with additional learning transfer.

The objectives of the **Train-the-Trainer Certification** include:

- Ensure understanding of the customized Customer Service Essentials techniques and content so there is consistency with delivery and brand as well as experience
- Discuss how to present the material and engage the audience
- Practice "stand-up" training and receive immediate feedback
- Learn to use training materials and job-aids and how to order for future classes

Training topics include:

- Mastering the training techniques and philosophies that keep your class and staff engaged
- Ensuring customized customer service techniques, tools and topics are understood and applied consistently
- Aligning Bonfire Training practices to your company and brand's overall vision
- Supplementing your existing program (i.e. new hire, onboarding, etc.) with Bonfire workbooks, skills cards, job aids and online resources
- Addressing trouble spots and trends to increase your training's effectiveness
- Illustrating techniques with group exercises, plus additional ideas for your unique training
- Integrating teach-backs and feedback



## Program Delivery

The Village of Orland Park's 25 trainers will complete a **two-day** onsite **Train-the-Trainer Certification**. The **first day** will include participating in a full-day **Customer Service Essentials** workshop that will focus on all topics and techniques included in the **Customer Service Essentials** program. The **second day** will be a full-day **Train-the-Trainer** workshop.

## Course Licensing

A license is required to utilize Bonfire's proprietary **Customer Service Essentials** content at the Village of Orland Park going forward. Bonfire's materials are fully copyrighted. By obtaining a license with Bonfire, you will have the ability to train our copyrighted modules on an unlimited basis within your organization throughout the license term.

## Customer Service Essentials Deliverables

The 18 modules outlined earlier in this proposal are included in the license for a full **Customer Service Essentials** program and would be delivered to the Village of Orland Park in a single package as well as via individual modules so that there is flexibility in delivering content in smaller, micro-learning modules, if preferred.

The full **Customer Service Essentials** program delivered in a single package includes all program components associated with a full-day onsite program (all 18 modules) including:

- Leader Guide
- Participant Guide
- PowerPoint Slide Deck

The 18 modules that are included in the license will also be delivered via 18 separate individual modules, along with the corresponding supporting documents for each particular module/topic, including:

- Leader Guide page/s for individual module
- Participant Guide page/s for individual module
- PowerPoint Slide Deck page/s for individual module

Also included under the license is a Certificate of Completion Template that can be utilized internally for those team members who complete the program.





## Bonfire's Culture Club Membership

After purchasing a perpetual license to utilize Bonfire's **Customer Service Essentials** content, the Village of Orland Park will also be automatically enrolled in Bonfire's **Culture Club** for a one-year free membership. All of the licensed **Customer Service Essentials** modules and supporting documentation will be housed in the Village of Orland Park's own Project Portal as part of the **Culture Club** program. Membership in Bonfire's **Culture Club** includes yet is not limited to:

- New activities for concepts
- One new individual **Customer Service Essentials** technique module (i.e., abusive caller, how you are wired, etc.)
- Opportunities for interaction/discussion with trainers
- Other training support, tools and tips

The first year of Bonfire's **Culture Club** Membership is offered at no cost. After the first year, Bonfire **Culture Club** membership will be \$695 per year.

## Bonfire Materials

The Village of Orland Park can also purchase workshop materials from Bonfire at a licensed client reduced cost. Pricing for materials and job aid options can be shared upon request.



## Investment Information

Description	Investment
<b>Train-the-Trainer Certification Delivery</b>	
Extensive Certification Process (2 Days Onsite): <ul style="list-style-type: none"> <li>2 Days Onsite @ \$3,700/Day = \$7,400</li> </ul>	\$7,400
<b>Materials</b>	
Materials: <ul style="list-style-type: none"> <li>Customer Service Essentials Materials               <ul style="list-style-type: none"> <li>\$60/Trainer x 25 Trainers = \$1,500</li> </ul> </li> <li>Train-the-Trainer Certification Materials               <ul style="list-style-type: none"> <li>\$350/Trainer x 6 Trainers = \$2,100</li> <li>\$200/Trainer x 19 Trainers (discounted from \$350) = \$3,800</li> </ul> </li> </ul>	\$7,400
<b>Licensing</b>	
Perpetual License Fee for Access to Full Customer Service Essentials Workshop Content: <ul style="list-style-type: none"> <li>\$9,500 (Access does not Expire)</li> </ul>	\$9,500 One-Time Fee
Includes Two Content Packages: <ul style="list-style-type: none"> <li>All program components associated with a full-day onsite Customer Service Essentials program (all 18 modules) including:               <ul style="list-style-type: none"> <li>Leader Guide</li> <li>Participant Guide</li> <li>PowerPoint Slide Deck</li> </ul> </li> <li>18 separate individual modules, along with the corresponding supporting documents for each particular module/topic, including:               <ul style="list-style-type: none"> <li>Leader Guide page/s for individual module</li> <li>Participant Guide page/s for individual module</li> <li>PowerPoint Slide Deck page/s for individual module</li> </ul> </li> </ul>	Included
<b>Bonfire's Culture Club</b>	
Bonfire Culture Club Membership: <ul style="list-style-type: none"> <li>Included in Year 1</li> <li>Annual Membership after Year 1 will be \$695/Year</li> </ul>	Included in Year 1
<b>TOTAL</b>	<b>\$24,300</b>

### PRICING NOTES:

- The Village of Orland Park is responsible for any travel expenses; these include airfare, hotel, rental car and per diem. Our trainers are diligent about keeping these costs low; we include all receipts with the final invoice.
- Shipping and handling of workshop materials is additional and will be included in the final invoice.



# What Our Clients are Saying About Us

With over 30 years of experience in the customer service and leadership training industry, you can be confident that Bonfire Training can make a difference for your company. But don't just take our word for it, take a look at some of the comments we've gotten from our clients!

## Client Testimonials

### Fresenius Medical Care

*"Congratulations! You have delivered on everything you promised and more. We are very satisfied with your entire program. The material you presented was eye-opening, and your lively and energetic style kept us all involved and invested."*

### Rocky Mountain Poison and Drug Center

*"Bonfire Training helps sharpen the essential customer service skills and foundational elements that all contact centers need to be successful."*

### U.S. Postal Service

*"A wise person once said that if you walk away and have learned one new technique from a conference, it was worth it. In this case, I have learned many more than one to apply to my daily work. The trainer did an excellent job of keeping us involved and informed!"*

### Workforce Safety & Insurance

*"This was an excellent training! I learned a lot more than just telephone skills. The practical examples were very helpful. We had a superb facilitator!"*

### Gentle Dental

*"Very personable approach, easy to work with, very customer service friendly and just a great experience all around."*

### Tacoma PUD

*"The group was very pleased, and I personally heard a couple say that the course was the best and most engaging they had ever attended!"*

Whether you're looking to enhance a healthy culture or spark change within your organization, Bonfire Training can help align your front line and management teams for a far-reaching impact!

Getting started is easy! Just call or email us to secure your dates! And if you have more questions, let us know – we love talking about training and are happy to answer all of your questions!



# Why Choose Bonfire?

## Company Profile

Bonfire Training, formerly PhonePRO, has been a Learning and Workforce Development industry leader for over 30 years. As an experienced provider of high quality training at all levels, Bonfire Training has the capability to meet your training and budget needs within your timeline.

Our instructional designers, training facilitators and coaches collectively represent more than eight decades of experience... not run-of-the-mill experience though! Our course design and delivery are based on adult learning principles including the knowledge that people learn in direct proportion to the amount of fun they are having! With that in mind, our sessions provide a lot of interaction and participation and are presented with humor along with solid, professional techniques. We help team members to Be Their Best, On Purpose, Every Time!

We design and facilitate training that is RELEVANT and INTERACTIVE. It is imperative for the development experience to make a difference. We focus on the comprehension and retention of the participants during the trainings and coaching sessions in order to advance learning transfer into the workplace. Your Bonfire trainer will design a program that incorporates the **real-life situations** and conflicts that your team already encounters on a daily basis. We'll show them new ways of handling old problems, emphasizing practical skill acquisition and their applications to everyday scenarios. Rather than having to listen to a boring lecturer talking at your staff, your team will instead enjoy opportunities for frequent questions, feedback, group exercises and plenty of practice. There's a reason our trainers are often asked at the end of a workshop, "How long have you worked here?" Only Bonfire's OnSite Training provides a **deep dive approach** to your challenges and strengths. We offer the support and rapport that comes from face-to-face, in-person interactions and a personalized curriculum.

## About Us

We were PhonePRO for a happy 30 years and we listened to the feedback from our clients that our programs go beyond the phones, so we've changed our name to Bonfire Training. Though our name and logos have changed over time, our mission and values remain the same.

Our company has made leaps and bounds from its modest start in 1985, and we're proud of our continuous growth. Because we offer programs that are about Real Learning, Real Fun, and Real Results, we have clients all around the world that return to us year after year for continued education and training.

From coaching corporate leaders, to reenergizing management teams, and empowering company frontline staff to be the best communicators in their business, we have a 30+ year history of training high profile organizations, and it's our firm belief that effective communication builds upon the success of any company, in any industry.



## What Makes Us Different?

- **Program Customization:** Beginning with the critical onsite observation, our training process allows for real-life scenarios and examples to be used as teaching tools throughout the training. Our trainers will learn your business and be able to speak “your language” in a way your reps can relate to and learn from.
- **Interactive Training Style:** Bonfire’s course design, development and delivery techniques are based on the principle that adults “learn by doing” and what they learn and retain is also related to the amount of fun they are having in the process! Our courses incorporate a sense of humor along with solid, professional techniques. What a winning combination!
- **Our People:** Quite simply, our trainers are the best in the business! They conduct our courses using an interactive and hands-on approach and train with the best interest of both the client and the frontline reps they are working with. They have a passion for helping companies and reps deliver the best possible customer service and to help create an overall “customer service culture” that will remain long after the original training has been completed.
- **Ongoing Support and Follow up:** With our Leadership Development Essentials training, we teach your managers and supervisors to reinforce what was learned in the classroom to make sure the training techniques become a part of your culture long after the training is completed. We believe that “Training is an Event” and “Learning is a Process”, so our coaching program will go a long way in setting your company up for long-term success!

## Our Training Process

1

### Tailor

Beginning with a pre-training conference call with your trainer, we will learn about your group and your needs to ensure the training agenda is spot-on with your goals and objectives prior to the training visit. The first day your trainer is OnSite is the Observation and Assessment Day where they will spend most of the day observing staff by listening to calls and observing in-person interactions, interviewing staff members, and gathering specific examples and case studies they can use throughout the training to encourage immediate application of the techniques learned. We will end the day meeting with management to share observations at the end of the day and make a recommendation for the training going forward.

2

### Train

This is where we really shine – in delivering training specific to your needs. Our time-tested program is a full day which can be delivered in a single 7-hour day or in two half-day sessions over a 2-day period, which is recommended. The training is interactive and fun, with hands-on activities and application and practice built throughout to ensure retention and long-term results. We recommend a maximum class size of 20 participants per session.

3

### Sustain

After the training is completed, the real work (and fun!) begins as we provide Leadership Development Essentials training for the Leadership Team to teach them how to coach their teams, provide feedback, create and follow up on an individual development plan for each of their team members as well as an overall team development plan. Bonfire’s Sustain the Training SPARK video series is a great tool that will help them to keep the spark burning with their teams for 24 weeks after the training takes place and our eLearning can help bring new hires up to speed as well to provide Refresher training as needed.



## Partial Client List

### Automotive

BMW of North America  
California Pacific JBUGs  
Cooper Tire & Rubber  
Company  
Indmar Marine Engines  
Mercedes-Benz USA  
Schomp Automotive  
The Thompson Organization

### Banking/Financial

Global Payments Canada  
Golden 1 Credit Union  
IU Credit Union  
Michigan Schools & Govt  
Credit Union  
Morgan Stanley  
Northwestern Mutual  
NW Farm Credit Services  
OneAmerica  
Phase II Systems  
Regions Bank  
Royal Bank Financial  
Group/Canada

### Clothing/Accessories

Clarks Companies, NA  
New Balance  
Oakley USA  
Reebok  
Venus Fashion

### Education

American University  
Troy University  
University of Phoenix  
Wayne State University

### Entertainment/Recreation/

#### Sports

Big Fish Games  
NCAA  
United States Bowling  
Congress

### Food/Restaurant/Grocery

Coca-Cola  
Costco Wholesale  
Dean Foods  
Dot It Restaurant  
Fulfillment  
Publix Super Markets

### Government

City of Aurora, IL  
City of Dayton, OH  
City of Naperville, IL  
City of Sacramento, CA  
City of Tacoma, WA  
City of Vancouver, WA  
DC Department of Human  
Services  
Florida Dept of Children &  
Families

### Government (Cont'd)

Indiana Department of  
Transportation  
Maryland Transit  
Administration  
National Guard Family  
Programs  
Social Security  
Administration  
U.S. Dept. of Homeland  
Security  
State of Wyoming  
U.S. Forest Service  
U.S. Patent and Trademark  
Office

### Home Goods/Garden/Pet

Becky's Pet Care  
Bob Mills Furniture  
Burpee Seed Co.  
Natural Balance Pet Foods  
Newell Rubbermaid  
Pier 1 Imports  
Potpourri Group  
Shur-Gain

### Insurance

Aegon Insurance  
Allstate  
American United Life  
Benefits in a Card  
Encharter Insurance  
Falcon Insurance Group  
Forethought Life Insurance  
IAM National Pension Fund  
Indiana Farm Bureau  
Insurance  
Kaiser Permanente  
Kemper, A Unitrin Business  
Northwestern Mutual  
State Compensation  
Insurance Fund of CA

### Manufacture/Distribution

Aero Products  
American Fuji Seal  
American Standard Brands  
A.O. Smith  
Beltone Electronics  
Celadon Trucking  
Columbus McKinnon  
CommScope  
Dematic  
Dichtomatik Americas  
Display Pack  
Evergreen Packaging  
FinishMaster  
Gerstel  
LG Electronics  
Pasternack Enterprises  
Pelco by Schneider Electric  
Symmons

### Medical Equipment/Supplies

AGFA HealthCare  
Fresenius Medical Care NA  
GN Resound  
Hill-Rom  
Intuitive Surgical  
McKesson  
Sivantos (formerly Siemens  
Hearing Instruments)

### Medical Facilities/

#### Hospitals/EMT

Boston Heart Diagnostics  
Catholic Health East  
Community Health Choice-  
TX  
ElderServe Health  
Gentle Dental  
Indiana University Health  
Johns Hopkins Healthcare  
Konica Minolta  
Olympic Medical Physicians  
Option Care  
Providence St. Joseph  
Health  
Riverside Health System  
Rocky Mountain Poison &  
Drug Center  
ORA Orthopedics  
Riverside Health System  
Roche Diagnostics  
Swedish Health Services  
Swedish Medical Center  
Virginia Mason Medical  
Center

### Pharmaceutical/Biotech/Research

AbbVie  
Amgen-US, Canada, Europe  
and Australia  
Astellas  
Bayer Corporation  
Bayer HealthCare  
Pharmaceuticals  
Biologics  
Bio-Rad  
Eli Lilly and Company  
Mallinckrodt  
Pharmaceuticals

### Real Estate/ Construction/

#### Material

Benjamin Moore  
Biesse America  
Citi Realty Service  
Co-Star  
DuChateau  
Grohe America  
Liberty Reverse Mortgage  
Simon Property Group  
Thompson Thrift  
True Homes

### Tech Support/IT/Software

Amadeus IT  
AstroNova  
CommScope  
Interactive Intelligence  
Salesforce -formerly  
ExactTarget  
Sungard HTE  
SunGard Public Sector  
Vertex, Inc.  
WebLink International

### Travel/Hospitality

Aspen Travel  
Hyatt Hotels  
Norwegian Cruise Line  
Starwood Vacation  
Ownership  
Travel-On

### Utilities/Energy

Benton PUD -WA  
Central Maine Power-ME  
CH Energy Group -NY  
Citizens Energy Group -IN  
Clark Public Utilities -WA  
Consumers Energy -MI  
Duke Energy -IN, NC, FL, OH  
Duquesne Light Company  
Eaton Corporation  
Franklin PUD-WA  
Great Lakes Energy-MI  
Idaho Power- ID  
KAMO Power-OK  
Kiamichi Electric-OK  
Middle TN Electric  
Membership Corp-TN  
NY State Electric & Gas -NY  
PECO Energy/Exelon -PA  
PNM-NM  
PSEG -NJ  
Rochester Gas & Electric -NY  
Sam Houston Electric-TX  
San Francisco Water  
Department-CA  
Seattle City Light-WA  
Tacoma Public Utilities-WA  
Toho Water Authority  
Umatilla Electric Cooperative

### And more...

Angie's List  
Briggs Equipment  
Eagle's Wings Air  
Healthcare Resource Group  
Hull Lift Truck  
Johnson Controls  
Indiana Limestone Company  
NorthStar Memorial Group  
Ohio Tuition Trust Authority  
Orange Business Services  
Renaissance Dental  
Rose Hills Memorial  
Sensaphone  
Shutterfly

