



ASSET & PRODUCT DESIGN

LICENSOR

Columbia Pictures

SCOPE OF PROJECT

Art direction
Type selection and layout
Asset creation & illustration
Production

PRODUCTS

Glassware
Carnival cups
Mugs
Mini glass
Plastic cup



ASSET & PRODUCT DESIGN

LICENSOR

Parks and Recreations -
Universal Television

SCOPE OF PROJECT

Art direction
Type selection and layout
Asset creation & illustration
Production

PRODUCTS

Journals
Enamel pins
Coffee mugs



PRODUCT DESIGN

LICENSOR

Warner Brothers

SCOPE OF PROJECT

Art direction
Type selection and layout
Production

PRODUCTS

Glasswear
Growlers
Antiqued wood wall art
Doormat



PRODUCT DESIGN
& PRESENTATION

LICENSOR
Rolling Stones

SCOPE OF PROJECT
Art direction
Type selection and layout
Production

PRODUCTS
Glasswear
Sheets and bedding
Antiqued wood wall art
Area rug
Pillows





PRODUCT DESIGN

LICENSOR
ABC Studios

SCOPE OF PROJECT

Art direction
Asset creation & illustration
Type selection & layout
Production

PRODUCTS

Glasswear
Blender bottle
Lanyards
Blanket
Enamel pins & magnet



PRODUCT DESIGN

LICENSOR

Various

SCOPE OF PROJECT

Art direction
Asset creation & illustration
Type selection & layout
Production

PRODUCTS

Tabbed journals
Air fresheners
Enamel pin set
Molded lamps



PRODUCT DESIGN
& PRESENTATION

CLIENT/BUYER
TOYNK

SCOPE OF PROJECT

- Art direction
- Type selection and layout
- Asset creation & illustration
- Presentation

PRODUCTS

- Beverageware
- Home Decor
- Impulse



T-SHIRT DESIGNS

CLIENT/BUYER

WJYAA/West Jefferson Youth
SOCCER

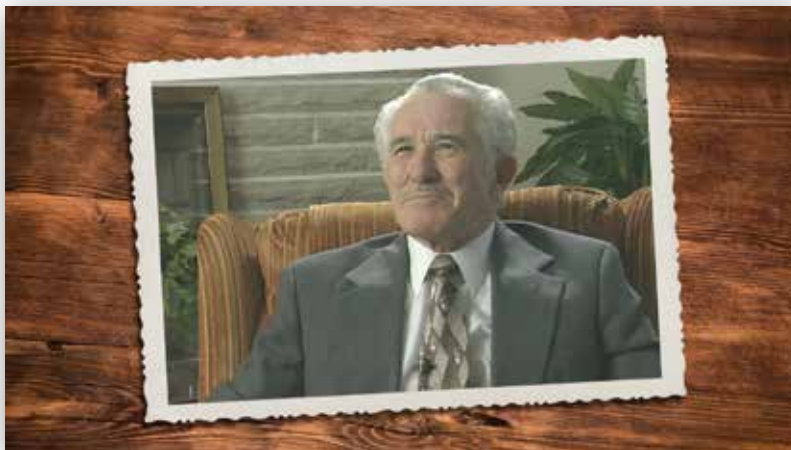
SCOPE OF PROJECT

Art direction
Type selection and layout
Asset creation & illustration
Production

PRODUCTS

T-shirts
Enamel pins
Awards





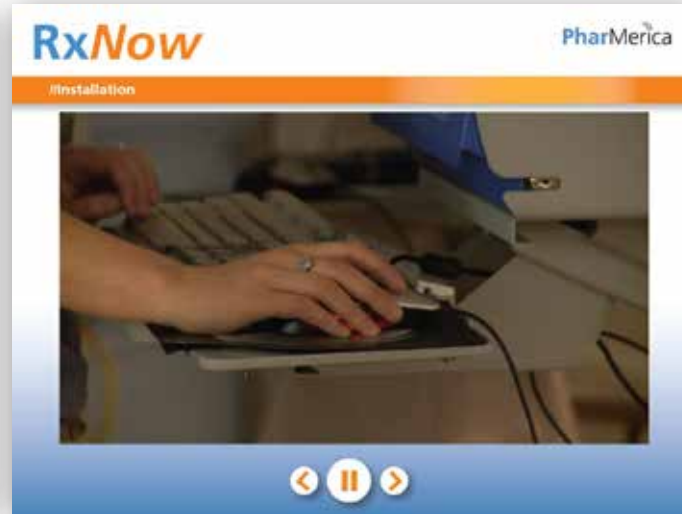
VIDEO DESIGN

CLIENT

Youngstown Area Jewish Federation
Youngstown, OH

SCOPE OF PROJECT

Art direction
Type selection and layout
Illustration
Production



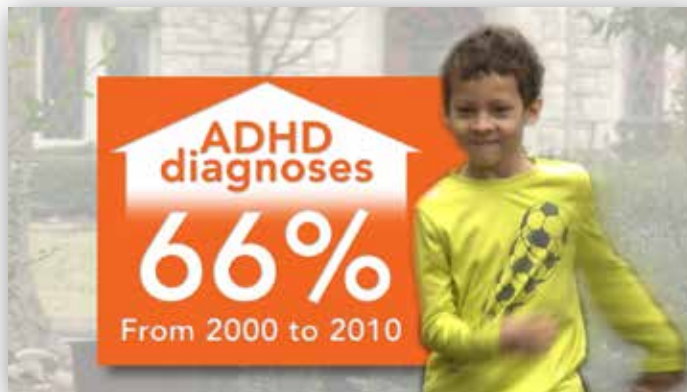
ONLINE INSTRUCTIONAL VIDEO

CLIENT

PharMerica
Worthington, OH

SCOPE OF PROJECT

Art direction
Type selection and layout
Production



INSTRUCTIONAL VIDEO

CLIENT

Pediasure
Columbus, OH

SCOPE OF PROJECT

Art direction
Type selection and layout

Help Your Students Master the Art and Science of Delivering Exceptional Customer Service



Customer service is the key to business results.

Organizations must build a culture of exceptional service in order to ensure superior performance and loyal customers that return again and again to do business. And now you can help the workforce acquire critical skills to elevate performance -- to provide the kind of service that sets a business apart.

Service Quality Institute is a leader in training and customer service. Now we offer two forms of educational experience to help employees be the best they can be and be certified in customer service:

ONLINE TRAINING

- 14 Modules of time-tested and proven training lessons that enable today's employees to achieve and perform at the highest level

CLASSROOM COURSES

- 2 classroom-based courses that equip employees in any industry with practical skills to ensure customer satisfaction



Customer Service Training

Helping Employees Ensure Customer Loyalty

Traditional Classroom Courses

Learning to Advance Customer Service Performance

CUSTOMER SERVICE SKILLS – FOR THE CLASSROOM

Customer service is the success of any business. In fact, the art of satisfying customers is the science of success.

In our first course, **"The Art of Satisfying Customers"**, we consider how businesses earn customer loyalty through great service. We draw a picture of customer satisfaction and look at how everyone within an organization—from the top down—contributes to the ultimate goal.

- Section 1: YOUR KEY TO CUSTOMER SATISFACTION
- Section 2: EXCEEDING CUSTOMER EXPECTATIONS
- Section 3: THE LANGUAGE OF POSITIVE COMMUNICATIONS
- Section 4: TEAMWORK DEVELOPMENT

In our second course, **"Advanced Customer Service"** we will look at specific techniques that will help you achieve excellence and earn loyalty.

- Section 1: EMPOWERMENT
- Section 2: SPEED (Delicious and Quality)
- Section 3: SERVICE RECOVERY
- Section 4: REMEMBERING NAMES

This curriculum is intended to engage your students in discussion and to demonstrate practical models for customer service. Use the material here to help create an open classroom where students leave with ideas and skills to employ in business and in life.

Classroom Courses:

1. Each classroom course designed to run 4 - 8 hours
2. Each course serves as standalone materials with an Instructor's Guide, DVD's and participants' book for each session.
3. These two courses can both be taken to achieve a Certificate in Customer Service.
4. Series as a less involved alternative to more intensive 14 lesson on-line learning.

Materials consist of:

- One Instructor's Guide for each course containing everything needed to plan, organize, and teach
- DVD for each of the two Sessions, each containing a series of skills that demonstrate key principles
- Participant's Book (150 - 160 pages) for each Session



Partnering Arrangement:

- PARTNER pays instructor material for each course
- PARTNER reserves the program to potential students through website, direct mail, and advertising
- PARTNER handles all interaction with students and collects tuition... keeps all tuition revenue
- PARTNER hires an instructor for the classes
- PARTNER purchases additional Participant Books from SQI
- PARTNER issues Certificates after both sessions are completed
- SERVICE QUALITY INSTITUTE develops Instructor's Kit and Participant's Books

Online Certification Sessions

Harnessing the Power of Technology to Deliver Customer Service Training



Online Lessons:

1. Online learning is a tuition-based program that provides learners with access to 14 unique, compelling, and practical lessons
2. Once registered, learners receive personal sign-on information that allows them to complete courses on their own time and at their own pace
3. State-of-the-art lessons reside within an easy-to-use learning management system
4. Learners must complete 8 of 14 lessons within 12 months to earn a Certificate in Customer Experience Management

Partnering Arrangement:

- PARTNER pays for logo personalization and branding
- SERVICE QUALITY INSTITUTE will assist in co-marketing of certificate program
- PARTNER co-markets and is responsible for student outreach, registration, and collection of tuition
- PARTNER issues Certificate in Customer Experience Management after all 8 modules are completed
- SERVICE QUALITY INSTITUTE has a subject matter expert available to answer questions and interact with online students on content

This state-of-the-art online learning curriculum contains advanced video files. As with any online learning that utilizes flash video elements, this will not play through a dial-up connection.

IF THE VIDEO BUFFER, PAUSE OR STUTTER THEN STOP AND MOVE BACK THEN REPLAY THE VIDEO.

Quality Service Management

1. **Quality Service Definition:** building the foundation for success
2. **Customers and Their Decisions:** treating all internal and external relationships as high priorities
3. **Understanding Customer Interaction:** Service Point VS Flash Point: creating customer comfort, understanding learning model of conscious competence
4. **Exceeding Customer Expectations**

Teamwork & Teamwork Development

5. **Working as a Team:** creating conditions for teamwork to flourish
6. **Feedback:** keeping the lines of communication open
7. **Empowerment:** taking responsibility and exercising authority in making fast decisions
8. **Employing the Strategy of Speed:** creating an environment based on quickness and quality!

Customer Experience Management

9. **The Language of Positive Communication:** presenting yourself and your company in a favorable way
10. **Effective Communication:** questioning and listening
11. **Effective Telephone Techniques**
12. **Handling Complaints and Service Recovery:** how to turn an unhappy customer into a loyal one

Motivation and Self-Development

13. **Service Attitude and Mindset:** building a solid foundation for excellent customer service
14. **Quality of Work:** setting yourself apart



Offer Practical Learning that Applies in the Workplace

Customer Service Education from Experts in Customer Satisfaction

For over 40 years, Service Quality Institute has been helping organizations across the world create a service culture and improve the performance of the entire workforce so they become customer driven. Service Quality Institute is the global leader in helping organizations quickly and decisively solve customer problems. We aim to help people in business reach the highest level of exceptional customer service.



John Tschohi
President

John Tschohi, called the "Guru of Customer Service" by USA Today, Time, and Entrepreneur magazines, is a best-selling author and president of Service Quality Institute, the global leader in customer service training and development. Service Quality Institute has created a suite of customer service books, Customer Service Certification Seminars, Leading Edge Customer Service programs and Service Strategy seminars that help organizations implement a service strategy so they can deliver superior customer service and crush the competition. The portfolio of customer service tools includes video-based, state-of-the-art online training and classroom offerings.

Information available by contacting your Service Quality Institute Representative:
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 9201 East Bloomington Freeway (303) 549-0538
 Minneapolis, Minnesota 55420 (952) 884-8501 Fax
 www.customer-service.com quality@servicequality.com



SALES BROCHURE

CLIENT

Service Quality Institute
Minneapolis, MN

SCOPE OF PROJECT

Art direction
Type selection and layout
Photography selection
Production

Professional PRIDE A+ for HCAHPS and Patient Satisfaction



Instructor's Workbook

This workbook will help prepare facilitators to lead a comprehensive, interactive learning experience, covering a wealth of evidence-based information and best practices:

- Module 1: Principles and Practice of HCAHPS and Patient Satisfaction
- Module 2: Patient and Family-centered Care
- Module 3: Relationship-based Care
- Module 4: The Story—the 3 Cs of Service Recovery (Prevent, Restore, and Recover)
- Module 5: Engagement in Clinical, Professional, and Organizational Excellence

SECTION 1 LIVE BACKGROUND (TIME REQUIRED: 15 MIN)

Slide 1: Professional Satisfaction
Describe the learning experience. During each module of the series we will switch speaker and presenter on the screen and alternate through key discussions and scenarios.

Use the set of three Speaker Support Slides to help you to make the discussion. Slide descriptions appear on the right.

Press the **NEXT** button to move to the next slide.

Following your discussion, press **PLAY** after the last slide to return to Section 2 of the program.

Slide 2

- Module 1: Principles and Practice of HCAHPS and Patient Satisfaction
- Module 2: Patient and Family-centered Care
- Module 3: Relationship-based Care
- Module 4: The Story—the 3 Cs of Service Recovery
- Module 5: Engagement in Clinical, Professional, and Organizational Excellence

SECTION 2 VIDEO (TIME REQUIRED: 45 MIN)

Slide 3: Welcome and Introduction
This video shows the opening conversation between patient and HCAHPS survey video partner (your guest speaker) and a brief introduction to the program.

Press the **PLAY** button to start the video. The video also features learning objectives, identifies how to access additional content, and explains how to navigate through the program.

PROGRAM FLOW

This program flow is designed to help facilitate the program and on the accompanying DVD. The structure a session featuring "Professional PRIDE" Module 1: Principles and Practice of HCAHPS and Patient Satisfaction (look on left page) during this program.

- Descriptions to right of instructor's list understand what will take place during each when facilitating discussion.

Suggested length of module 1 hour (including breaks).

LIVE: WELCOME AND INTRODUCT

WELCOME THE GROUP AND INTRODUCE

- Welcome the group and introduce the instructor by presenting the patient.
- Explain patient satisfaction.
- Explain HCAHPS and Patient Satisfaction.
- Describe Professional PRIDE: A+ for HCAHPS and Patient Satisfaction and present the objectives in the series.

Typify, admission notes and content and development. Most nurses need satisfaction because the knowledge are not as easily identified and reported.

- Professional PRIDE: A+ for HCAHPS program designed to assist you and staff necessary to implement the video experience, which results in higher scores. (See PROGRAMMA OVERVIEW description of the six modules in the

OVERVIEW OF PROGRAM

Professional PRIDE: A+ for HCAHPS and Patient Satisfaction is a continuing education program sponsored by Abbott Nutrition for nurses, dietitians, and case managers in pediatric and neonatal settings. This program is built on the concept of Professional PRIDE, the five-principle driver of patient satisfaction:

- Patient and Family-centered Care
- Relationship-based Care
- The Story—the 3 Cs of Service Recovery (Prevent, Restore, and Recover)
- Engagement in Clinical, Professional, and Organizational Excellence

The Professional PRIDE program consists of six separate modules, each of which will be the centerpiece of an educational session.

MODULE 1: PRINCIPLES AND PRACTICE OF HCAHPS AND PATIENT SATISFACTION

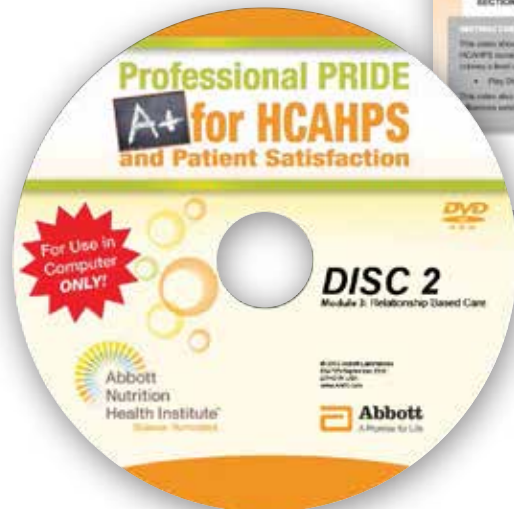
Module 1 provides an overview of the process of patient satisfaction, the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey methodology, content, and analysis and public reporting. The survey content is presented in full detail, showing how the survey questions align and reflect nursing care. Engaging content and video scenarios give nurses valuable insight into how patients define quality, as well as their expectations surrounding the patient experience. Video scenarios illustrate the attributes of the 21st-century healthcare provider and how social media facilitates easy access to HCAHPS results, giving the public an open invitation to compare hospitals and share their personal opinions at the speed of light. Live interactive activities provide nurses with a firsthand opportunity to experience nursing care from the patient's perspective and rate the patient's experience on the HCAHPS survey.

MODULE 2: PATIENT- AND FAMILY-CENTERED CARE

Module 2 equips nurses with the knowledge, skills, and behaviors to better understand the care needs and benefits of patient- and family-centered care. Engaging live interactive activities encourage nurses to see things from the perspective of parents and families, and to communicate effectively. The module introduces best practices and provides a comprehensive resource of activities and facilities that encourage and support parents and families throughout the care continuum. Given the changing and complex hospital environment, the increasing number of minority births, and demographic characteristics of high-risk mothers, this module also addresses cultural competency and health literacy assessment.

MODULE 3: RELATIONSHIP-BASED CARE

Patient confidence and loyalty to your healthcare institution is created through relationships. Recognizing the importance of the patient-provider relationship and creating opportunities to strengthen these relationships is critical to improving patient satisfaction and HCAHPS survey scores. Module 3 examines the theoretical underpinnings and behaviors of caring and empathy, and their impact on establishing strong and long-lasting relationships with your patients. The relationship-building skill set of responsiveness, the giving heart, and initiative are introduced and demonstrated through video scenarios. Nurses will see and understand the elements of empathy and responsiveness in action and will reinforce those behaviors during an interactive activity. This module also highlights the role relationships play in workplace safety, teamwork, patient safety, and employee satisfaction. Live interactive activities give nurses an opportunity to examine their professional relationships with nursing and medical colleagues, and to develop strategies to strengthen personal accountability and professional partnerships.



MULTIMEDIA LEARNING TOOL

CLIENT
Abbott Nutrition
Columbus, OH

SCOPE OF PROJECT
Type selection and layout
Book layout
Logo design
Production



SUMMER T-SHIRT DESIGN

CLIENT

Brothers
New Albany, OH

SCOPE OF PROJECT

Type selection and layout
Illustration