

**Programme Duration: 2 or 3 Days**

## **COURSE DESCRIPTION:**

Most companies would advertise or announce their allegiance to satisfying their customer's needs. Slogans are plentiful ranging from "**We really CARE**" to **Customer is King**" ... but the bottom-line at the end of the day is whether these organizations are able to consistently meet or exceed the customers' expectations. Like any other company, there will be occasion where failure to fully satisfy a customer will occur. The issue is not if there are any - the issue is do we know when it happens.

This workshop is about managing and measuring customer satisfaction. If indeed, customer satisfaction is an organizational priority, it becomes critical that we are able to manage and measure it. Customer satisfaction is not just advertisements or smile training programs, a slogan or a button. Customer satisfaction is about performance. It requires a total organizational effort focused towards building a customer-oriented culture. Service Quality Improvement requires planned and researched efforts. It requires guidance.

## **OBJECTIVES:**

This remarkable workshop aims to provide participants with a complete "toolkit" of leading-edge, continuously measurable methodologies to develop a completely integrated customer service system for their organizations. This workshop will provide a clear framework to assist organizations in evaluating where they are currently stand in terms of quality service and to offer practical pointers on how the concepts of service excellence can be applied and sustained in transforming competitive effectiveness.

You will also have the opportunity to review the best practices, and learn from the experiences of pace-setting service-oriented organizations. In addition, you will be able to understand how these successful companies have implemented and sustained service excellence.

In particular, the workshop is to enable participants to:

- **APPRECIATE** the importance and role of service management in contributing to the success of your organization
- **DEVELOP STRATEGIES** and plans to build and perpetuate customer service excellence within your organization
- **ESTABLISH** system to measure customer satisfaction level
- **DEVELOP** a step by step approach to building commitment and empowering the front-line for service excellence.

## **WHO SHOULD ATTEND:**

This workshop is beneficial to service providers across all industries - financial, retail, manufacturing, professional, oil and gas, telecommunications, healthcare, education, tourism and government because the workshop is geared to review, and strategize the implementation of the concepts throughout the organization, the attendance of several members from the same organization would be highly beneficial.

## **METHODOLOGY:**

A very interactive and stimulate approach using a combination of lectures, 60% - 70% of this workshop will be hands-on experience as well as group exercises.

## **COURSE OUTLINE/CONTENTS:**

### **MODULE 1: WHY CUSTOMER SERVICE EXCELLENCE**

- As a Differentiation Strategy
- As a Profit Strategy

### **MODULE 2: WHY SERVICE MANAGEMENT**

- Not Smiles or Slogans
- Case Study : SAS

### **MODULE 3: STRATEGICALLY - YOUR ORGANIZATION IN THE MARKET PLACE**

### **MODULE 4: HOW EXCELLENT ORGANIZATIONS ACHIEVE SERVICE EXCELLENCE**

### **MODULE 5: THE CYCLE OF SERVICE**

- Moments of Truth (MOT)
- Managing the MOT's

### **MODULE 6: THE SERVICE EXCELLENCE MODEL**

- Strategies & Leadership
- People Involvement
- Process Improvement

### **MODULE 7: FORMULATING YOUR:**

- Service Strategies
- Service Mission

### **MODULE 8: HIRING AND MOTIVATING SERVICE EMPLOYEES**

- How to find 'good' employees
- Choosing service-minded employees
- Keeping employees once you've gotten them

### **MODULE 9: EMPOWERMENT AND TEAMWORK**

- Super charging employees with teamwork
- Steps for implementing empowerment

### **MODULE 10: MEASURING CUSTOMER SATISFACTION:**

- *How Well Are You Doing Now?*
- Achieving zero defects - eliminate the scrap in the service industry
- Measuring service quality
- What do you measure and how do you measure it?

### **MODULE 11: 5 STEPS APPROACH TOWARD BUILDING CUSTOMER SERVICE CULTURE**

### **MODULE 12: SUPPORTING THE SYSTEM**

### **MODULE 13: HOW TO REINFORCE THE SYSTEM**

### **MODULE 14: YOUR PLAN OF ACTION**