



MANAGING Customer Service

Course Introduction:

This training course in Customer Service is designed to cover the full range of activities involved in the management of client relationships, by providing delegates with a thorough understanding of the effects of poor customer service, as well as with awareness of the link between good customer service and organizational success.

The highly interactive training will enable delegates to generate ideas to make improvements to the way they work with and respond to their customers. In addition, they will develop their leadership and interpersonal skills, by learning how to make a good first impression, develop and maintain ongoing relationships based on trust and high quality communication. Course participants will become better able to handle difficult customers and will learn the importance of team work in customer care.

Course Objectives:

By the end of the program, participants will be able to:

- Develop objectives and programs to maximize customer satisfaction.
- Supervise the design, implementation and analysis of customer satisfaction surveys.
- Conduct customer segmentation exercises and create relevant strategies.
- Write Service Level Agreements (SLAs) to ensure clarity and conformance.
- Control the service aspect of the organization/department through well-chosen KPIs.
- Use customer complaints as a springboard for service improvement.

Who Should Attend?

Executives, managers and decision makers who are keen on improving performance by taking their customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools.

Course Outline:

Defining and Appreciating the Customer

- Definition of Customer
- Definition of Customer Service
- The Internal and External Customer

Importance of the Internal Customer

- The Need for Motivated Employees
- The Need for Qualified Employees

- Silo Mentality
- Destroying the Silos

The Customer Loyalty Ladder

- From 'Suspect' to 'Partner'
- Going up the Ladder
- The Kano Model
 - 'Basic' Attributes
 - 'Performance' Attributes
 - 'Delight' Attributes

Customer Service as a Strategic Imperative

- The Customer Centric Organization
- Customer Service as a Strategic Imperative
- The 7 Practices of Customer-Centric Organization

Customer Satisfaction Surveys and Other Vital Tools

- Understanding Your Customers
- Importance of Segmentation
- Principles of Customer Segmentation
- Focus Groups
- Customer Satisfaction Surveys
 - Key Terms
 - Major Survey Methods
 - Questionnaire Examples
 - Customer Survey Guidelines
 - Types of Satisfaction Surveys
 - Basics of Sampling
 - Attributes to Measure
 - Customer Satisfaction Index
- RATER in Depth
- Service Quality (Servqual) Gaps Model
- Customer Complaints
 - Facts and their Implications
 - Symptom versus Cause
 - Root Cause Analysis

Customer Service Recovery

- Failures Do Happen

- The Recovery Paradox
- The Strategic Initiative
- Tactical Activities
- The 'WOW!' Factor

Service Level Agreements (SLAs)

- SLA Definition
- Characteristics of Effective SLAs
- Key Elements of an SLA
- Steps in SLA Development
- Quality versus Cost
- SLA Metrics

The Balanced Scorecard and Customer Service

- Monitoring Performance through Key Performance Indicators
- The 4 Perspectives of the Balanced Scorecard
- Impact of the 'Customer' Perspective

Key Performance Indicators (KPIs) for Customer Service

- Characteristics of Good KPIs
- Building Customer Service KPIs

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

