

Managing Excellent Customer Service

Duration:

Two days

Objective

The most successful organisations recognise that merely satisfying customers is never enough. True customer loyalty can only be derived through exceptional customer service that really impacts on the customer experience. This course prepares delegates to face the management challenges of successfully implementing an empowered customer service function and communicating it effectively to the workforce.

Contents

Customer focus from the customer's perspective

What is good service and how does it link to leadership?

Delivering the factors that differentiate excellence for customers

Creating 'Raving Fans' – Kenneth Blanchard and Sheldon Bowle's perspective

The service/profit chain and the customer care balance sheet

Customer service strategies that work: Case Studies

Aligning customer service strategy with a business strategy

The five dimensions of service quality

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

Ongoing measurement and monitoring to support

E-CRM and related technologies

How to manage and monitor complaints

Leading improvement and initiatives to develop the strategy – involving the workforce

Aligning work groups to ensure that strategic goals are met

Who should attend

This comprehensive two-day programme is ideal for managers and supervisors who lead customer facing teams and have responsibility for improving customer satisfaction, loyalty and service to improve business success.

Course benefits

Align customer satisfaction with the organisation's goals and strategies

Develop methods for identifying changing customer requirements and expectations

Setting up systematic methods of identifying, measuring, benchmarking, managing and monitoring customer requirements and satisfaction to improve profit and beat the competition

Embracing the power of Customer Relationship Management in an electronic world

Understand the need to motivate functional work teams to implement the improvement process

Plan the stages of implementing a customer service strategy

Additional information

Delegates will be provided with ideas and solutions on communicating their 'customer service message' to their teams and the rest of the organisation, ensuring that everyone within their organisation understands the importance of a 'holistic' approach to customer care.

Certificates

All delegates who successfully complete this course will receive a certificate of attendance.

Trainers background