

BM-MQCS MANAGING QUALITY CUSTOMER SERVICE



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

Customer expectations are rising. When customers judge every interaction, every interaction counts. By investing in your customer-facing team, setting clear and defined action plans, and by implementing a customer feedback system, you will reach all the contours of success. This practical course was developed to help you establish and manage a quality service operation. Learn how to determine customer needs, how to effectively and efficiently meet those needs, and how to continually measure your service level.

AUDIENCE PROFILE

This course would be advisable and useful for the following audience profiles, namely Leaders, Customer Service Managers, Supervisors and Customer Relationship Advisors, Operations Managers, Sales and Brand Managers, Office Managers, and Personal Assistants.

PREREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

After course completion, you will be able to:

- Learn why satisfying customers, the people part of the job, is as important as doing the technical part of the job
- Use the tools of customer satisfaction.
- Obtain techniques of overcoming barriers to customer satisfaction

COURSE CONTENT

Lesson 1: Understanding Your Customer

- What Is Your Specific Service Niche?
- What Are the Characteristics of the Service(s) You Provide? Developing Your Customer Profile
- How Do Your Customers See You? Review and Action Plan

Lesson 2: Set Quality Service Standards

- The Importance of Setting Quality Service Standards The Two Dimensions of Quality Service
- Writing Quality Service Standard Statements

- Prioritizing Your Quality Customer-Service Standards Review and Action Plan

Lesson 3: Build a Winning Team

- Putting Quality into the Design of Customer Jobs Writing Job Specs in Quality Customer-Service Terms
- Screening Job Applicants for Quality Customer-Service Abilities Training for Quality Customer-Service
- Quality Customer-Service Leadership A Supportive Organizational Climate
- Review and Action Plan

Lesson 4: Check Up Regularly

- A Service Audit System

- A Customer Feedback System
- Employee Feedback Systems
- Review and Action Plan

Lesson 5: Provide Proactive Problem Solving

- Create a Supportive Climate for Solving Customer-Service Problems
- Use Your Customer-Service Team to Identify Customer-Service Problem Areas
- Use Your Customer-Service Team as a Resource for Improving Service
- Turn Customer Problems into Opportunities for Better Customer Service
- Review and Action Plan

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.