



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



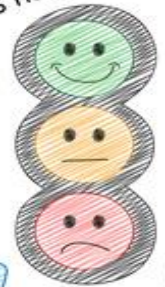
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



World-Class Customer Service Management {CSM}

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630



www.btsconsultant.com

World-Class Customer Service Management {CSM}

Introduction:

The market competition today is moving from product to service and the competition of service industry has put more attention to customer service excellence. More and more CEO's are realizing quality customer service is the key to customer retention and cost saving and it's not a secret that a service without satisfied (internal or external) customer will become obsolete soon. This course will help employees in developing a world class service management and checklist comprehensive to follow, implement and sharpen their service to their organizations.

This course will cover the basic and advanced topics in customer service management that enable the participants to increase their awareness and knowledge of the latest development of customer service in terms of technology as well as management concept. Customer service managers will also learn how to develop appropriate plans to integrate the customer service center within the organization and bring new insights, set visions and lead customer service teams. Whether implementing a new customer service or rejuvenating an existing one, participants will be prepared for the challenges. This course addresses the importance of managing the customer service outputs and exceeding customer expectations by elevating customer care and professionalism at the customer service center.

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior

Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those 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 Objectives:

By the end of this course, delegates will be able to:

- Develop appropriate plans to integrate service center within the organization
- Elevate customer care and professionalism at the service center and exceed customer expectations
- Motivate and manage staff performance through effective people development and reward programs
- Improve customer loyalty and enhance customer satisfaction by linking performance measures to customer experience
- Provide techniques on data preparation and presentation to management for extensive CS performance reporting
- Share knowledge through peer-to-peer consulting opportunities and exercises to gain more insights and visions towards CS excellence
- Understand and apply auditing techniques used in CS and contact centers and to ensure best practices guidelines are effectively implemented

Course Outline:

A Strategic Partner to the Business

- Contribution of the contact center
- Customer contact matrix

- Developing a world-class contact center framework
- Supply, demand ratio for services

Managing Operation

- SLA and SLM
- Staffing model
- Workforce management
- Quality assurance
- Best-in-class CRM benchmarking

Customer Relationship Management (CRM)

- CRM stages for analytics
- CRM implementation foundation
- Managing CRM project for success
- Successful business case study

Managing Customer Satisfaction

- Customer satisfaction & loyalty
- Linking satisfaction to business results
- Customer satisfaction survey

Planning Customer Satisfaction Research on Contact Centre

- Internal planning
- Determination of performance attributes
- Satisfaction improvement initiatives

Managing Technology

- Today's CRM & contact center technologies
- Technology selection & vendor assessment

- Knowledge management
- Disaster recovery plan

Managing People & Performance

- Recruitment, retention strategies
- Training and career development best practices
- Rewards & recognition management
- Critical coaching skills

Managing a Business Unit

- Competencies of a contact center manager
- Building a successful team
- Managing finance
- Creating your business services
- Interdepartmental linkage & effective communication
- Leadership behaviors

World-Class Customer Service Framework

- Strategic value of customer service
- World class foundations
- The need and benefits of standard
- Customer communication strategy

Customer Service Centre Analysis

- Customer metrics and measures
- Calculating call / customer service transaction volume & staffing requirements
- Customer experience audit
- Customer contingency plan

Customer behavior analysis

