



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



Maximizing Satisfaction  
Through Effective Customer  
Service Management

Website: [www.btsconsultant.com](http://www.btsconsultant.com)

Email: [info@btsconsultant.com](mailto:info@btsconsultant.com)

Telephone: 00971-2-6452630



[www.btsconsultant.com](http://www.btsconsultant.com)

# Maximizing Satisfaction Through Effective Customer Service Management

## Introduction:

Good customer service can be considered as the big differentiator between firms. While competing products are often similar and can anyway be easily duplicated, good customer service is a holistic system, requiring a sustained organization-wide effort, driven by the top and permeating all aspects of the organization culture. The resulting customer-centric organization becomes a formidable competitor whose model cannot be easily copied. In this course, we look at what it takes to build a customer centric organization.

## 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:**

- Create objectives and programs to maximize customer satisfaction
- Evaluate the design, implementation and analysis of customer satisfaction surveys
- Prepare customer segmentation exercises and create relevant strategies
- Write Service Level Agreements (SLAs) to ensure clarity and conformance
- Assess the service aspect of the organization or department through well-chosen Key Performance Indicators (KPIs)
- Use customer complaints as a springboard for service improvement

## 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

### **Customer Service as a Strategic Imperative**

- The customer centric organization

- Customer service as a strategic imperative
- The 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
- RATER in depth
- Service quality gaps model
- Customer complaints

### **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, KPIs and Customer Service**

- Monitoring performance through key performance indicators
- The 4 perspectives of the balanced scorecard
- Impact of the customer perspective