



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
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Managing Service Quality
Customer Satisfaction

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Managing Service Quality & Customer Satisfaction

Introduction:

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction.

After completing the course, the candidates will be equipped with the tools, models, skills and confidence to improve and enhance current practices, develop new processes and monitor their success. This course will help delegates become customer service champions and equip them with the appropriate confidence, skills and tools to turn any department into a world class service provider and the envy of all other internal customers. In this course, you will:

- Learn about Customer Service and Quality Management Tools
- Learn how to improve Customer Satisfaction
- Improve your people skills
- Learn how

Who Should Attend?

Customer Service Professionals, Managers, Public Relations Officers, Practitioners & Personnel, Quality Management Personnel, Customer Analysts, HR Professionals who have communications roles, Customer Service Representatives & Professionals, Team Leaders & Supervisors, Administrators, HR & Training Professionals, Accounts Personnel, Sales & Marketing Professionals, Marketing Managers or Directors, Sales Managers or Directors, Sales Trainers, Salespeople, Communication Specialists, Brand Managers, Frontline & Reception Staff, Customer Service Representatives (CSR),

Personnel responsible for building and sustaining their company's reputation for customer service excellence, anyone who provides services, products or information to internal, or external customers

Course Objectives:

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

- Describe how to use Quality Management tools and methods
- Build strong customer relationships
- Help influence and set customer expectations
- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer
- Implement improved people skills to enhance customer service
- Improve service to internal customers as well as external customers
- Use skills to build effective relationships

Course Outline:

Introducing Quality Management & Customer Services

- Introduction to quality management
- The history of quality in business
- Basic quality concepts
- What is it that customers want
- How can we calculate the total cost of quality
- Customer satisfaction is a perception and can be managed
- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers
- Understanding customer needs and expectations

- **Commitment starts at the top of the organization**

Service Quality: Tools & Techniques

- Five steps to effective quality management
- Beginning with measurement
- Then we need methods of control
- Continuous improvement
- Service quality tools and techniques
- Questionnaires
- Pareto analysis
- Nominal group technique
- Cause and effect analysis
- Solution effect analysis
- Selection grid

Managing Customer Expectations

- Exceeding customer expectations every time
- Determining how to exceed expectations
- Little things that matter - increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding different customer styles

People Skills to Deliver Excellent Customer Service

- Back to basics - communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with difficult customers
- Understanding customer behaviors

- Understanding where anger comes from
- Developing emotional intelligence

Making It Happen

- A look at quality management systems
- ISO
- Balanced Scorecard
- Six Sigma
- Producing a plan of action
- Improving customer satisfaction in 5 quick steps