



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



Service Quality & Customer Satisfaction Management

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630



www.btsconsultant.com

Service Quality & Customer Satisfaction Management

Introduction:

Customers are the life-blood of any enterprise. The strategic goal for any enterprise must be to understand what the customer decides is quality and then to be able to produce and deliver that quality in a consistent, cost-effective manner. 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. In this program, you will:

- Learn about customer service and quality management tools
- Learn how to improve customer satisfaction
- Improve your people skills
- Learn how to proactively manage and control exceptions
- Develop tools and models to enable you to consistently deliver a high quality product or service to both internal and external customers.

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:

- 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 and 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 and 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
- It's the 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