

CUSTOMER SATISFACTION AND EXCELLENCE

Purpose

The purpose of this workshop is for each Delegate to be able to identify and improve customer expectations to gain customer retention, and learn the tools to achieve these levels of customer-relationship.

Duration

2 days

Cost:

R4400 per person

Course content

What is customer service and how does this become customer satisfaction, this workshop is supported with understanding how ISO 9001:2008 identifies requirements for customer satisfaction and other tips from ISO 9001 for implementing the identified customer satisfaction requirement.

In order to be seen to look at quality from your customers' points of view, you need to ask yourself two questions: "Who are our customers", and "What do our customers see as quality"

There are six ways to track a customer's quality perception, each of these is reviewed and is supported by a total quality management tactic example used by a prestigious company.



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This workshop provides a ten step customer satisfaction action plan, with all the action plan points.

An important aspect of maintaining customer orientation is to make sure that everyone in your company is aware of the needs and expectations of customers. There are five distinct aspects to this requirement. This workshop will discuss and review their use. We also need to know who are our internal customers, how do we identify them, and what is meant by internal customer culture. This is needed to understand why customer service matters.

Exercises include, but are not limited to the following:

- My Own Experiences of EXCELLENT Customer Service;
- My Own Experiences of POOR Customer Service;
- How Customer-Friendly Are You?
- Life-Time Value of Customers;
- Common Causes of Complaints;
- Removing Common Causes of Complaints.
- Handouts include, but are not limited to the following:
- Quality in Different Areas of Society;
- Positive/Negative Response Questionnaire;
- Driving Customer Loyalty for; Repeat Business.

As this is a hands-on workshop Delegates must be prepared to work on all exercises as required in either teams or as individuals so as to optimize their personal learning experience and transference of skills.

Benefits from attending

Each Delegate learns a variety of skills to address the issue of customer-service improvement and satisfaction. These skills require the Delegate to be creative in a work environment with their real customer improvement needs. Delegates can assist other staff members through their learning to identify solutions and help implement them to gain higher client/customer relationship.

