

Managing Service Quality and Customer

15 – 19 April 2018

Muscat / Sultanate of Oman

Introduction:

A company's ability to provide excellent customer experience can only go as far as its ability to manage - and ultimately exceed - the expectations of its clients. The worst thing a business can do is tell a customer his or her problem will be resolved one way and then offer a contradictory solution or timeline instead.

As business executives, we all know there is a baseline expectation for high-quality customer experience in today's marketplace. We also know that the best way to exceed the norm and maintain happy clients in the long term is to manage their expectations from start to finish. Companies can set themselves up for success by utilizing the right customer service policy and employing right strategies for managing customer expectations.

Managing a team of even the most talented customer service professionals can be difficult. While we can't make it easy, it's our hope that some of the lessons, tips, and philosophies in this workshop will help you manage team members who are engaged with their work and primed to provide your customers with great service.

At the end of this workshop, participants should be able to:

- Identify ways to establish links between excellence in customer service and business practices and policies
- Develop the skills and practices that are essential elements of a customer service focused manager
- Recognize what employees are looking for to be truly engaged
- Recognize who their customers are and what they are looking for
- Develop strategies for creating engaged employees and satisfied customers

Target Audience:

All service staff, as well as supervisors and managers.

Course Outline:

- **Introduction and Course Overview**
You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.
- **What is Customer Service?**
This session will get participants thinking about the information to be covered over the next two days through small and large group discussion.
- **Who Are Your Customers?**
In most organizations and agencies, customers take two forms: internal and external. This session will look at both types of customers.
- **Meeting Expectations**
This session will focus on the four critical areas that customers have expectations for.
- **Presenting Yourself Properly**
Using individual testing, participants will take a look at the impression they give customers and ways they can improve.

- **Setting Goals and Targets**
During this session, we will look at setting SMART goals.
- **Standards**
Participants will participate in a brief lecture about standards, and then they will develop a set of standards for the four key components of customer service.
- **Communication**
This session will focus on communication barriers and how we can overcome them.
- **Dealing with Challenges**
There are many types of unexpected challenges that we can encounter every day. Participants will work on small groups to develop responses to some of these issues.
- **Increasing Your Assertiveness**
We will explore an easy four-step formula that will help you communicate more effectively and assertively.
- **Dealing with Difficult People**
This session will give participants an opportunity to understand difficult behavior, identify some coping strategies, and discuss the difficult person they find most trying.
- **Dealing with Conflict**
We will examine five ways to deal with conflict.
- **The Recovery Process**
During this session, we will look at a six-step process that you can use to turn customers around.
- **Eliminating Customer Service Problems**
Wouldn't it be great if you never had to deal with an upset customer again? This session will examine some ways that you can reduce customer service issues.
- **Service PRIDE is a Team Effort**
This session will look at five things that the company as a team can do to improve customer service.
- **Doing Your Part**
This session will help participants identify ways that they can make a personal contribution to successful customer service.
- **Dealing with Stress**
This session will offer some quick, easy ways to de-stress in any place, at any time.
- **Changes in Customer Service**
To begin the day, participants will explore who their customers are and how that has changed during the years.
- **Creating Excellence**
This session will look at Curt Coffman's and Gabriel Gonzalez-Molina's twelve conditions for creating excellence.

- **Suspending Frame of Reference**
During this session, participants will explore two advanced communications tools: the frame of reference and the Johari window.
- **Stereotypes**
We all categorize and generalize; it helps us understand the world. This session will help participants identify their own stereotypes and ways that they themselves might be stereotyped.
- **Giving Undivided Attention to Others**
This session will address two ways that we can pay better attention to others: attending and observing.
- **Leadership**
This session will focus on The Situational Leadership Model, developed by Paul Hersey of the California Centre for Excellence. Participants will take the test, score themselves, and then examine their style in detail.
- **Engaging Employees**
This session will explore the key behaviors of great managers. Participants will also identify ways to engage different types of employees.
- **Follow the Leader**
Participants will explore leadership characteristics through a fun, thought-provoking activity.
- **Developing a Service Management System**
To wrap up the workshop, we will look at a team approach to customer service.
- **Workshop Wrap-Up**
At the end of the day, students will have an opportunity to ask questions and fill out an action plan.

Training Method

- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Self-test and group activities
- Each participant receives a binder containing a copy of the presentation slides and handouts

Program Support:

This program is supported by interactive discussions, role play, case studies and to highlight the techniques available to the participants.