

Customer Service for Frontline Managers **1 Day In House Program**

CONTEXT

This is a practical program, encompassing the theories of Dr Karl Albrecht (a leading customer service guru) which focuses on ways to improve the quality of service provided to internal and external customers. You will learn a 5 step process to help you motivate your team, measure performance and understand how to go about continuous improvement from a customer perspective.

Case studies and small projects will help you apply Total Quality Service theory to your organisation. A comprehensive workbook will ensure the process can be implemented in your organisation and learning can continue well after the program finishes.

OVERVIEW

This workshop covers the following:

1. **Becoming Customer Focussed** - The Manager's role in a customer focussed organisation. What strategies should you undertake and how to get started.
2. **Customer Value Research** - Understanding your customer's report card. What do they expect of you, your products, services and the experience of being your customer.
3. **Service Strategy** - Developing a strategic plan to provide excellent service from your vision and your customers' expectations.
4. **Leading the Way** - Empowering your people to give excellent customer service time after time.
5. **Effective Teamwork and Service** - Learn how to build a team approach to providing excellent service and ways to lead by example.
6. **Selecting for Service** - Learn how to chose the right people to make your service stand out from the crowd. Key characteristics of excellent service personnel.
7. **Customer Friendly Systems** - Understand which of your systems, rules and procedures turn your customers away and how to change them.
8. **Measuring and Monitoring** - Learn the importance of feedback and how to constantly monitor your customers' perceptions through effective questionnaires.
9. **Managing Client Relationships** - How to keep your customers for life.

PRESENTER

Jennie Sadler is a fully qualified and experienced trainer, facilitator and workplace assessor. She has 25 years experience in customer service management roles and has been training for 15 years. Jenny is a communications and customer service specialist who has experience in training, consulting and executive coaching for small and large organisations.

Jennie focuses on understanding her client's business situation and working with them to manage change and deliver positive and practical solutions.

WORKSHOP MODULES

Becoming Customer Focussed	<ul style="list-style-type: none"> - Characteristics of customer driven companies - The customer value model - Analysing 7 critical components of service - Barriers to excellent service - 3 keys to customer value - Moments of truth
Customer Value Research	<ul style="list-style-type: none"> - 5 basic elements of quality customer service - Effective research techniques - Complaints management procedures - Discovering what your customers value - Complaint facts and your attitude to complaints - Logging and analysing complaints
Service Strategy Development	<ul style="list-style-type: none"> - Your organisational values and your vision - Primary and secondary services - Why will customers want to do business here? - How to get to your desired service levels
Leading the Way	<ul style="list-style-type: none"> - Setting customer focused service standards for your organisation - Prioritising your workload to make time for long term projects - Planning and prioritising service improvement projects
Effective Teamwork and Service	<ul style="list-style-type: none"> - Seven key leadership behaviors - Motivating and coaching your team - Overcoming staff's resistance to change - The importance of setting an example - Getting team commitment to improving services
Selecting for Service	<ul style="list-style-type: none"> - Critical ingredients for service personnel - Planning a selection process - How to find the best candidate - The induction process
Process Improvements for Customer Friendly Systems	<ul style="list-style-type: none"> - How often are the systems to blame? - 4 ways to improve a process - Brainstorming methods to use with your team - Determining which processes to improve - 6 practical process improvement tools
Measuring and Monitoring Service Quality	<ul style="list-style-type: none"> - What, when and how to measure the quality of service - Determining and monitoring your critical success factors
Managing Client Relationships	<ul style="list-style-type: none"> - Developing and managing relationships - Customer advocacy - Territory management techniques

Enrolment Form – Customer Service for Frontline Managers

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to courses@acorntraining.com.au

Venue: Acorn Training Centre: 74 Townshend St Phillip
Course date:
Time: 9.00 a.m. to 4.45 p.m.

Person 1	_____	e-mail	_____	date	_____
Person 2	_____	e-mail	_____	date	_____
Person 3	_____	e-mail	_____	date	_____
Person 4	_____	e-mail	_____	date	_____
Person 5	_____	e-mail	_____	date	_____
Person 6	_____	e-mail	_____	date	_____

Organisation _____ Branch/Division _____
Address _____

Phone No _____ Fax No _____

Payment Details

Total price \$545 x _____ attendees = \$_____ \$495 early bird price (early bird applies up to three weeks before the date of the workshop).

1. Credit Card (Amex, Diners, Visa, MasterCard)

Name _____ Card No _____
Expiry date _____

2. Invoice

Signed off by _____ Name _____

Address invoice to: _____

Terms: Payment is due on or before the day of the course. Cancellation is accepted more than 7 days prior to the course date otherwise another person may be substituted. You have purchased a place on the date shown above; changing your booking to a later day incurs an administrative fee. We suggest you send a substitute if you can't come at the last minute.

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