Introduction

In today’s highly competitive market, customers demand exceptional service and high-quality products. Successful businesses are not merely reactive to these demands but are proactive in managing quality and continuously improving customer satisfaction. Managing service quality and enhancing customer satisfaction are integral components of any successful business strategy.

This course in managing service quality and customer satisfaction provides the necessary tools and techniques for professionals to enhance customer satisfaction and service quality. It emphasizes a structured approach to developing and implementing action plans aimed at improving customer happiness, ensuring a consistent focus on service quality improvement.

Implementing a Robust Customer Satisfaction Improvement Plan

In the contemporary market, an action plan focused on improving customer satisfaction is essential. This course equips participants with customer satisfaction techniques and tools to create and execute effective strategies for enhancing overall customer happiness, while maintaining a consistent approach to service quality enhancement.

Targeted Groups

This course is designed for:

- Business professionals in customer service positions
- Personnel responsible for service quality and customer satisfaction
- Individuals looking to enhance their customer service skills and leverage satisfaction tools to improve service quality

Course Objectives

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

- Apply quality management tools and methods to improve customer satisfaction
- Build strong customer relationships by implementing service quality management processes
- Influence customer expectations and enhance service quality
- Measure customer focus and use methods to improve customer proximity
- Enhance people skills for better customer service quality management, leading to higher satisfaction
- Develop an action plan to improve customer satisfaction
- Improve service delivery to both internal and external customers through targeted customer satisfaction training
- Manage and control customer expectations within a service quality management framework
- Build effective relationships that drive customer satisfaction

Targeted Competencies

At the end of the course, participants will develop the following competencies:

- Customer orientation
- Conceptual thinking
- Balanced decision-making with a focus on service quality and customer satisfaction
- Quality orientation to meet and exceed customer expectations
- Understanding customer motivation using customer service tools and techniques
- Persuasion skills to influence customer satisfaction outcomes

Course Content

Unit 1: An Introduction to Quality Management and Customer Services

- Overview of quality management
- The history and evolution of quality management in business
- Fundamental quality concepts
- What do customers truly want?
- Calculating the total cost of quality
- Customer satisfaction as a manageable perception
- Setting and managing customer expectations
- Shifting internal perceptions to align with customer needs
- Approaching customers more closely
- Understanding customer needs and expectations
- The importance of top-down commitment to quality

Unit 2: Service Quality – Tools and Techniques

- The five steps to effective quality management
    - Measurement
    - Control methods
    - Continuous improvement
- Key service quality tools and techniques:
    - Questionnaires
    - Pareto analysis
    - Nominal group technique
    - Cause and effect analysis
    - Solution effect analysis
    - Selection grid

Unit 3: Managing Customer Expectations

- Exceeding customer expectations consistently
- Techniques for surpassing customer expectations
- The impact of small details on customer satisfaction
- Gathering customer feedback on performance
- Evaluating the effectiveness of customer satisfaction measures
- Maximizing the value delivered to customers
- Understanding different customer styles

Unit 4: People Skills to Deliver Excellent Customer Service

- Fundamentals of effective communication with customers
- Identifying listening styles for you and your customers
- Building rapport with customers
- Influence and persuasion skills
- Handling demanding customers
- Understanding customer behaviors and triggers
- Developing emotional intelligence to manage customer interactions

Unit 5: Service Quality

- An overview of quality management systems: ISO, balanced scorecards, and Six Sigma
- Developing a service quality improvement plan of action
- Quick steps to improve customer satisfaction

This course will equip participants with the knowledge and practical tools needed to significantly improve service quality and customer satisfaction in their organization.