

CDU delivering AIM Professional Short Courses

Customer Service – Meeting their Needs

Today's fast changing markets and service oriented economy mean that people who work in organisations are now expected to provide services and products to two kinds of customers external and internal. This workshop will provide participants with the knowledge and skills to ensure that products and services are delivered and maintained to standards agreed by the organisation and the customer.

Designed for:

All managers and staff working at the frontline of an organisation, from supervisors and team leaders, through to business unit and divisional managers.

Learning Outcomes:

- Advise on customer service needs
- Support implementation of customer service strategies
- Evaluate and report on customer service

Course Content:

- Who is your customer?
- Internal and external customers
- Customer expectations and customer satisfaction
- Creating customer focus and customer value
- Service delivery and the importance of good customer service
- Defining excellent service
- Trends in internal customer service
- A model of internal service
- The service process and value chain
- Managing customer relationships
- Identifying customers' requirements
- Methods of collecting customer information
- Measuring service performance
- Training and supporting the team
- The five dimensions of service
- Service leadership
- Recognising success
- Aligning service to organisational goals

Course Duration: 1 day