

# WHO & WHY?



# Customer Service Excellence: Top Down

For anyone that wants to provide excellent customer service from top to bottom, and wishes to start with a strategic focus to ensure high quality consistency throughout, leading to clear individual ownership for making a positive difference...

## Outcomes

- ✓ Use strategies to build a comprehensive and high quality approach to customer service
- ✓ Staff members know their responsibilities for customer service excellence
- ✓ Staff are encouraged to provide ideas for customer service improvement

## Content

- The strategic approach: the Customer Service Triangle & Grid
- Everest of Excellence: a continuous improvement culture
- What does the customer want? 11 key customer drivers
- Taking ownership: MADness & Moments of Truth

## Learning Approaches

-  core learning input
-  tools & templates
-  paired & group activities
-  case work
-  action learning set
-  learning recap quiz
-  'real life' case work

 on site or  online

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I had no idea beforehand why strategy was important, and how to do it. Now I have answers to both.

Senior manager,  
West Midlands

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