

WHO & WHY?



Customer Service Excellence: Bottom Up

For anyone that wants to provide excellent customer service and wishes to start with individual responsibility for making a positive difference, leading to a more strategic view of comprehensive customer service across the organisation as a whole.

Outcomes

- ✓ Staff recognise the importance of high quality customer service
- ✓ Front line staff are more confident and competent in such delivery, taking ownership for the level of service they provide
- ✓ Customer satisfaction is at a high level and/or improving
- ✓ You model excellent customer service – for internal as well as external customers

Content

- MADness & Moments of Truth
- Just how good can you be?
- The Customer Service Triangle
- The Customer Service Grid
- Putting it into practice: case work

Learning Approaches



core learning input



brainstorm



tools & templates



paired & group activities



your ideas & suggestions



learning recap quiz



'real life' case work

 on site or  online

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Important and insightful ideas I can put into practice straight away.

- private nursing provider,
Manchester

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