effective

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

Learning Approaches



core learning input



tools & templates



paired & group activities



case work



action learning set



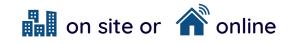
learning recap quiz



'real life' case work

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



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

> Senior manager, West Midlands