

Managing Service, Satisfaction and Change

As customer demands evolve and expectations rise, the need to develop and continually improve service quality has never been so great. Continual change and improvement is required to retain and increase perceptions of service quality and customer satisfaction.

This course is for supervisors, team leaders and managers working in a demanding customer service or helpdesk environment. It will help you understand the numerous techniques for gathering data on service levels and customer satisfaction. It will help you identify the important areas for change; to present complex proposals; and to overcome resistance and barriers to change.

Course Objectives

By the end of the course, delegates will:

- ✓ Understand techniques for measuring and monitoring service and satisfaction
- ✓ Learn techniques for effective presentation of complex data and proposals for change
- ✓ Understand and overcome resistance to change
- ✓ Understand relevant legislation to consider when introducing change
- ✓ Learn techniques for effectively introducing change and improvement

Target Audience

Supervisors, team leaders and managers working in a customer service or helpdesk environment.

Duration

2 days

Content

- **The Service Management Cycle**
- **Monitoring service & satisfaction**
Why is measurement so important?
Identifying what to measure?
- **Survey design & implementation**
Tools for eliciting customer feedback
Designing surveys and questionnaires
Interview techniques
Monitoring complaints
Sampling techniques
- **Planning & decision-making**
Identifying clusters
Analysing trends & priorities
- **Managing & evaluating change**
Identifying the barriers to change
Presenting the case for change
Workplace laws affecting service management
Overcoming the barriers to change
- **Implementation & evaluation**
The project approach
Supporting the team
Monitoring & feedback
Performance measures

Learning Methods

Trainer's input, discussion and practical exercises make this an exciting & enjoyable programme.

**Best Practice
Training & Development Ltd**

t +44 (0)1923 225225
f +44 (0)1923 224100
info@bestpractice.uk.com
www.bestpractice.uk.com