



# Manage Quality Customer Service

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This three-hour workshop will help you teach participants how to:

- Understand customer needs
- Learn techniques to prevent service problems
- Learn techniques to analyse and solve problems in delivery of products and services
- Learn ways to ensure excellent customer service

## **Introduction and Course Overview**

You will spend the first part of the workshop getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

## **What is Customer Service?**

Participants will learn what customer service is, why it is important, and what's in it for them by providing good customer service. They will also discuss three important concepts behind customer service.

## **Critical Elements of Customer Service**

Everyone will mark 20 statements about customer service as true or false, then discuss why each statement is valid or not.

## **Who are Your Customers?**

This section will explain the difference between internal and external customers, and then explain why they both desire the same thing.

## **Meeting Expectations**

Participants will work in groups to explain what the four critical areas of customer service mean to them.

## **Requirement Driven Product Selection**

This section outlines how to examine customer requirements, define what is needed to meet the requirement, and then generate a product to support the requirement.

## **Determining Function**

This section expands on the previous one. It examines the five steps needed to meet the requirement.

## **Customer Scenarios**

This section describes how customer scenarios are useful in focusing your efforts, identifying shortcomings in the product/service, and identify marketing/delivery problems before the company spends a lot of money.

## **The Problem-Solving Process**

Participants will discuss the six steps to successfully solve a problem.

## **Eliminating Customer Service Problems**

This section describes seven areas that allow participants to deal with customer issues and eliminate them in the future.

## **Service PRIDE is a Team Effort**

Success depends on being ready for issues when they arise. Participants will discuss the five parts of service PRIDE.

## **Workshop Wrap-Up**

At the end of the workshop, students will have an opportunity to ask questions, fill out a personal action plan, and complete a workshop evaluation.