

Managing The Customer Service Process

“Value-added” and “quality service” have become the buzz words of the 90s. Many organizations believe that implementing a strong service philosophy begins and ends with training front-line employees. Although training these employees is essential, too many leaders fail to realize the importance of total company “buy-in.” Service excellence must begin at the top and be managed from the top.

Managing the Customer Service Process focuses on the manager’s role within the service process; developing a service strategy; and recognizing the worth of front-line employees. A key aspect of ensuring service mastery is leading by example and rewarding positive behavior.

A recent study published in the Harvard Business Review indicated that by simply moving 5% of your customers from “Satisfied” to “Extremely Satisfied,” you can increase your business by 100%. Successful leaders have learned the art of retaining and sustaining long-term customer relationships. *Managing The Customer Service Process* will show you how.

“Quality service is a top down affair. It starts at the top or it doesn’t start.”

*Karl Albrecht & Ron Zemke
Service America!*

You Will Learn To:

- Benchmark your company’s service standards against those that have established themselves as customer-driven companies
- Develop a service recovery plan that turns a negative service failure into increased customer loyalty
- Measure the customer’s satisfaction level with the service you provide
- Turn your service vision into a service culture
- Eliminate the barriers that keep employees from providing the level of service your customers expect

You Will Benefit By:

- Acquiring new ways of creating a real commitment to exceptional service
- Increasing the level of service you provide while lowering costs
- Developing a strategy to measure the impact you have on customer service
- Building customer-oriented teams and work groups