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## Customer Care – An introduction

### A one-day programme

Customers are becoming ever more demanding both in terms of the quality of goods and services that they receive, in particular the personal service. This two day programme enables all managers and staff to learn the best practice as far as customer service is concerned. The examples and exercises used in the programme are from actual consultancy assignments that lend a pragmatic and practical edge to the days.

### What does customer care really mean?

Customer care is an attitude, which covers every aspect of customer relations or supplier relations, from the first contact to the very last contact on a transaction.

Customer care begins with the Executive as a conscious policy. It is not an interruption to the working routine; it is a way of approaching every aspect of a company's working. For this reason, it has to be firmly rooted in the organisation culture and, in many organisations, this may be quite difficult to achieve. It also only works when all employees want it to work and really believe in it. A customer service attitude lasts from the moment any customer makes contact with the organisation, until they leave. Customer service is a never-ending process.

*Material Service* - This is easy to define because it is very visible, people are aware of it but often taken for granted. For instance, in a restaurant, one would expect the meal to be well cooked and hot, you would expect clean cutlery, and you would expect the meal served in a reasonable time. Material service is the basic minimum one expects.

*Personal Service* - The presentation of the material service defines the level of personal service. It depends upon the inter-reaction between employees and customers. One gets a feel about personal service, whether this is a bad or a good organisation.

### The programme enables participants to:

- Understand the philosophy of service a service culture.
- Appreciate the difference between material service and personal service.
- Computer systems can constantly measure the performance, quality, and effectiveness of the customer facing business process.
- Be aware of the importance of maintaining customer service standards and now allowing the company to slip into a culture of mechanical service, "a smile is not enough." It is crucial to maintain a programme of continuous improvement forever.

### Learning outcomes

Delegates will fully appreciate and understand the concepts of modern customer care and service techniques. They will also know that just applying the techniques is not enough and that delivering true high quality customer care is a step change in culture and something that requires constant work and attention.

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## **Programme Agenda**

### **Customer Service**

Who Needs It?  
Why take care of customers?  
Who knows best?  
Is the customer always right?  
A smile is not enough  
What service can be provided?

### **Getting Started**

What does customer care mean?  
Material Service and Personal Service  
Getting the Ideas over to staff  
Companies and Culture  
What types of care techniques will work in  
your organisation?

### **Designing a Customer Care System**

Quality control  
Quality concepts  
Designing your service  
Quality circles  
Employee and Customer surveys

### **Handling Resistance to Change**

Meeting the new challenge  
Loss of control  
Does it mean more work  
Strategies for bring everyone on board  
Managing the change to a customer driven  
attitude  
A plan of action

### **Typical delegates are:**

Managers and professionals who need an introduction to a customer care philosophy into their organisation. Also for people whom need a practical guide as to how to implement a programme within their organisation.