

customer service management

fmi course number: FM05

Duration
1 day

.....course overview

All Frontline Managers and their teams are involved in providing customer service to either external customers or internal customers. In an increasingly competitive and service focused market, customers expect and demand increased levels of service. Yet Frontline Managers have to deliver service according to the budgetary and resource limits they face day to day.

This course provides extremely useful and practical approaches for Frontline Managers to help ensure that products and services are produced, delivered and maintained to standards agreed by the organisation and the customer.

The course gives useful strategies and techniques for identifying customer needs, analysing these needs in terms of the capability of what you can deliver and designing the best solution to meet the customer needs. Moving beyond the mantra of "excellent customer service" the course helps you identify what are the most important aspects of that service that affect your customers. It looks at simple ways to segment your customer market and analyse the service or product you deliver in terms of its life cycle.



.....key content

- Defining internal and external customers
- The customer value chain
- Understanding customer needs and expectations
- Features and perceived benefits of products and services
- Market segmentation and customer expectations
- Importance of outstanding customer service
- The 20:80 Rule and customer management
- Managing customer relations and CRM systems
- Identifying and agreeing customer service processes and specifications
- Customer service KPIs
- Life cycle of products and services
- Resolving customer conflict
- Monitoring customer service delivery
- Gaining and analysing customer feedback
- Customer service improvement
- Customer service problems and issues you face and strategies to approach them
- Coaching and mentoring your team for customer service
- Optimising buy-in from your team for your customer service focus

.....what objectives can I achieve?

1. Plan to meet internal and external customer requirements
2. Ensure delivery of quality product/services
3. Monitor, adjust and report customer service



Who this course is useful for

All managers working at frontline level from team leaders, supervisors, frontline managers, unit or section managers, customer service or sales managers, divisional unit managers.

Resources for this Course

A **Learning Guide** is provided for this course. It contains notes and can be used for participant's own notes.

Assessment

Assessment for this course is optional. This course can be linked to competency unit *BSBCUS401A Coordinate Implementation of Customer Service Strategies* (assessed at Certificate IV level) or *BSBCUS501A Manage Quality Customer Service* (assessed at Diploma level). Please contact us for further details

Dates and locations

Course Dates: Sydney
For dates please see FMI Public Course Calendar at www.frontlinemanagementinstitute.com.au

Time: 9am to 4.45pm

Location is close to Sydney CBD. You will be advised of the exact location by email one week prior to commencement.

Fees

For fees please see FMI Public Course Calendar at www.frontlinemanagementinstitute.com.au

Corporate Versions of this Course

This course can be tailored for corporate requirements as an in-house course.

Booking

To book, phone +612 9660 0199

Email fmi to find out how we can help you:
fmi@managementcando.com

Contact frontline management institute

Email: fmi@managementcando.com

Web: www.frontlinemanagementinstitute.com.au

Phone +612 9660 0199

Location & Post
Frontline Management Institute
459 Harris St
Ultimo NSW 2007
Australia