

# MANAGE CUSTOMER SERVICE COURSE

"A satisfied customer is the best business strategy of all."  
Michael LeBoeuf



## OVERVIEW

This course gives managers a clear approach to manage customer service in a professional way that meets customer needs while using an appropriate level of resources.

In an increasingly competitive and service focused market, customers expect and demand increased levels of service. Yet managers have to manage customer service according to the budgetary and resource limits they face day to day. Providing well organised and cost effective customer service that delights customers is the challenge successful managers must meet.

## WHO IS THIS COURSE SUITABLE FOR?

This course is suitable for managers and others responsible for managing product and/or service delivery to customers.



**FRONTLINE  
MANAGEMENT  
INSTITUTE**  
CENTRE OF LEADERSHIP

**Manage Customer Service Short Course**  
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# MANAGE CUSTOMER SERVICE COURSE

## COURSE CONTENT

SESSION	KEY LEARNING CONTENT
<b>Plan customer service to meet needs</b>	<ul style="list-style-type: none"><li>- Internal and external customers</li><li>- Quality customer service and the customer value chain</li><li>- Understand customer needs and expectations</li><li>- Features and perceived benefits of products and services</li><li>- Market segmentation and customer expectations</li><li>- Plan customer service processes and specifications</li></ul>
<b>Deliver quality customer service</b>	<ul style="list-style-type: none"><li>- Importance of outstanding customer service</li><li>- The 20:80 Rule and customer management</li><li>- Customer service KPIs</li><li>- Manage customer service records and the life cycle of products and services</li><li>- Resolve customer conflict</li><li>- Coach and mentor your team for customer service</li><li>- Optimise buy-in from your team and stakeholders</li></ul>
<b>Review and improve customer service</b>	<ul style="list-style-type: none"><li>- Monitor customer service delivery</li><li>- Gain and analyse customer feedback</li><li>- Deal with customer service issues and problems</li><li>- Customer service improvement and overcoming problems in customer service</li></ul>
<b>Build client relationships and networks</b>	<ul style="list-style-type: none"><li>- Build and maintain client relationships</li><li>- Build and maintain client networks</li></ul>

## HOW THIS COURSE DRIVES RESULTS

- Develop attractive product and service offerings
- Improve customer service levels to increase competitiveness
- Leverage customer relationships to maximise value of existing clients

## STANDARD DURATION

- 1 day In house course (short course or module in a training program) or
- 3 session coaching program



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## CUSTOMISED COURSES

FMI is able to design a bespoke training course specifically for your organisation.

FMI's team has extensive experience designing courses and programs for clients across a range of industries and for a range of purposes.



FMI can develop workshops, course materials and activities that are designed to meet your objectives. In addition to tailoring content, FMI can design assessment tools and projects.

These programs can be aligned with role descriptions, performance management systems, capability frameworks and other key learning and development standards and programs that the organisation has in place.

FMI is able to customise the program so that it can be presented as an in-house program with your organisation's branding and specific content such as a graduate entry program. Programs can be delivered by FMI or by someone from within your organisation.

FMI can provide capability overviews for each of the modules for your review. Please contact FMI to discuss which modules are appropriate for your management teams

## MORE INFORMATION

Reading an overview is often not enough to make a decision about whether that course or program is suitable for you, your team or organisation. Please contact us to discuss your specific challenges, development needs and strategic initiatives. We can advise you on suitable learning and development solutions, even if it includes courses, programs or services not included in our catalogue.

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## ABOUT FMI

The Frontline Management Institute (FMI) uses a practical, work based approach to deliver high quality, engaging and flexible management training and coaching that drives results for managers, their teams and their organisations.

With over 20 years' experience designing and delivering, FMI has helped thousands of managers and leaders to raise their standard of work whilst also ensuring organisations achieve a healthy return on investment. We have worked across many sectors including construction, infrastructure, resources, energy, community, health, consumer products and services, government and public services, financial services, technology, media and communications, transport and logistics. We work with people across a range of levels of experience and seniority including:

- Managers and leaders
- Frontline managers
- Team leaders and supervisors
- New managers
- New supervisors and team leaders
- Teams and team members

## ENQUIRIES AND BOOKINGS

For more information please contact our friendly team and we will be happy to discuss with you.

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