

LEAN CUSTOMER CARE

For Frontline & Supervisory Personnel in the Service & Hospitality Industry

1-day course: 7 October 2011 - Malta Enterprise - Malta

COURSE TIMETABLE

CUSTOMER CARE AND QUALITY IMPROVEMENT

- Establishing and maintaining good client relationships by getting involved with your clients' requirements to establish their current and future needs and expectations.
- Demonstrating customer care through open communication channels for obtaining feedback, understanding customers' motivations, concerns and issues.
- Poor customer service and good product quality: customer retention?
- Customer feedback as part of the process approach.
- The ISO9001 model and the importance of the feedback mechanism in the path of systematic continuous improvement.
- The Deming Cycle and the continuous improvement process model.
- How to manage the process of client care including complaints and positive feedback issues.
- Customer feedback related to data collection and analysis.
- Using results from customer feedback information to enable future business planning, business process improvement and the quality improvement cycle.
- The importance of customer care approach to ensure repeat purchase and customer retention, leading to profitable growth.
- Ensuring customers have a positive attitude towards you and your organisation – customer experience.
- Using sound customer care principles to stand head and shoulders above competition: exceeding customers' expectations and growth through word of mouth recommendations – the best form of advertising.
- Building a sound reputation for the assurance of both your customers and your staff – customers come second!
- Benefits of improving customer satisfaction: retention, related sales and referrals
- Customer preferences: timeliness, appearance, courtesy, quality and efficiency of service, ease of doing business (overall experience) and problem solving (complaints).
- Effective customer service: responsive, reliable and respectful.

LEAN MANAGEMENT: THE BASIC PRINCIPLES

LEAN CUSTOMER CARE: CORE APPROACHES

- Customer Satisfaction is no longer adequate: today you need to "*impress*" clients!
- The "*Service Recovery Process*" – or, transform a dissatisfied customer into an enthusiastic promoter of your organisation!
- *Empowerment* of Frontline Personnel is vital: no customer query, comment or complaint can any longer be "*escalated*"!
- How to transform customers into "*powerful sneezers*", spreading (positive) promotional bacteria at 360 degrees, in a lean, viral marketing mode.
- *Lean Customer Care*: a cultural revolution.

For further, comprehensive details, please visit
<http://www.scodanibbio.com/malta2011/>