



“MANAGING CUSTOMER SERVICE” (8 HOURS)

Good Customer Service is what customers value most. Do it well and business will flourish. Do it poorly and customers will go elsewhere!

Does your business or organisation experience any of these?

- Customers' needs being given insufficient priority?
- Customer service is uncoordinated or disorganised?
- Rosters that lead to wages being too high or too few staff at some times and too many at others?
- Rosters that suit the needs of team members more than the needs of customers?
- Team members who don't seem to have the right personality for serving customers?
- The handling of telephone customers is unprofessional?
- Customers are not invited to rate or give feedback on service quality?

“**Managing Customer Service**” is a ‘must-do’ program for all managers and supervisors who are responsible for customer service. It covers all aspects of planning, and organising customer service in your business or organisation.

Topics include:

- **The Importance of the Customer**
- **Selecting Customer Service Personnel**
- **Assigning Customer Service Roles**
- **Rostering Customer Service Personnel**
- **Customer Service Standards**
- **Selling Standards**
- **Telephone Service Standards**
- **Organising Customer Service**
- **Customer Service Communication**
- **Maintaining Service Quality**

The program comes with comprehensive participant workbooks and includes an evaluation by participants of these aspects within their organisation and the writing of an action plan to address those areas that need improvement or change.

Testimonial: I gained lots of useful knowledge and information to make me a better and more confident supervisor. Pharmacy Supervisor, Mildura, Victoria.