



“MANAGING CUSTOMER SERVICE” (8 HOURS)

Does your business or organisation experience any of these?

- Customers' needs being given insufficient priority?
- Customer service lacks coordination or organisation?
- 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?

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

“**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, organising and implementing excellent customer service in your business or organisation.

Topics include:

- **The Importance of the Customer**
- **Selecting Customer Service Personnel**
- **Assigning Customer Service Roles**
- **Organising Tasks**
- **Customer Service ‘Game Plans’**
- **Rostering Customer Service Personnel**
- **Professional Telephone Management**
- **Customer Service Communication**
- **Customer Feedback**

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.