



# Achieving Customer Service Quality

## Managing Service Excellence - The Key to Improving the Customer Experience

Tuesday 30 September 2008

### Active Learning Day: Putteridge Bury Conference Centre, Luton

Products have never been better. Service has never been worse. Lucky for you there are so many other disastrous customer experiences available - yours won't stand out from the crowd.

#### **But what an opportunity....**

As organisations strive to get closer to their customers, the challenge of understanding, analysing and improving service quality becomes ever more important. Yet the tools to enable people to do this at the customer service interface are far less widely deployed than corresponding tools to manage product quality. "Customer Care" programmes cannot compensate for ineffective service outcomes, and research shows that customers' loyalty cannot be bought with discount schemes or compensation.

This Active Learning Day introduces participants to some powerful and effective techniques to put structure and method alongside the natural enthusiasm to do a good job for the customer. It also introduces participants to the basics of "Corporate Personality" - why do we accept certain behaviours from some organisations but not from others? What's the personality profile for your organisation or team?

#### **Outline of the Workshop**

- Understanding the nature of the services you provide - as seen through the eyes of your customers
- Analysing service quality gaps using a powerful diagnostic technique
- Setting rational priorities for service improvement and a basis for measuring success
- Understanding the nature of customer satisfaction
- Measuring satisfaction without annoying your customers
- Integrating customer satisfaction measurement with service quality improvement
- The 7 Wastes - Why we don't always do things right
- The 7 Symptoms - Why we don't always do the right things
- Why looking at single service transactions might be a bad idea
- Why asking customers what they want might be a bad idea
- "Corporate Personality" - the psychology of customer relationships

#### **Benefits of attending - you will leave able to:**

- Apply proven systematic tools to analyse and improve Service Quality
- Design and implement "light touch" Customer Satisfaction measurement at local level
- Take ideas and Best Practice on handling Service Quality issues

#### **Who should attend?**

This workshop is applicable to anyone wanting to improve service levels, whether internal service providers or customer facing-areas; business units or entire units; public or private sector organisations

#### **Graham Hawke - Pearlcatchers Ltd**

Graham has over 25 years' practical experience in a wide variety of business environments including sales, customer liaison, change programme management and operational support - as both a manager and consultant.

He works extensively in the field of organisational capability assessment, and has designed and implemented process management programmes and customer satisfaction measurement systems both company-wide and at local level. His Master's thesis on the subject of company-customer relationships won a prestigious European Quality Management Prize, and he is an accomplished trainer, facilitator and presenter.

Registration: 9.00 Starts: 09.30 Ends: 16.30



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## Booking Form

### Cost

Best Practice Club members: £299 + £52.33 VAT (Total £351.33)

Non-members: £375 + £65.63 VAT (Total £440.63)

*Discounts are available if more than one booking is made:*

Second booking - 10% discount

Best Practice Club members: £269.10 + £47.09 VAT (Total £316.19)

Non-members: £337.50 + £59.06 VAT (Total £396.56)

Third and each subsequent booking - 20% discount

Best Practice Club members: £239.20 + £41.86 VAT (Total £281.06)

Non-members: £300 + £52.50 VAT (Total £352.50)

### How to book

Please complete and return a copy of this form (one for each delegate) by post, fax or e-mail to:

Best Practice Club, Atrium Business Centre, Curtis Road, Dorking, Surrey RH4 1XA

Phone: 01306 646555

Fax: 01306 646556

e-mail [suepotter@bpclub.com](mailto:suepotter@bpclub.com)

To book online visit [www.bpclub.com](http://www.bpclub.com)

A VAT receipt and enrolment pack will be sent on receipt of payment. Your payment must be received before the event.

We regret that we are unable to refund registration fees on cancellations. However you may substitute delegates up to 24 hours before the event by informing Best Practice Club by phone or e-mail to [suepotter@bpclub.com](mailto:suepotter@bpclub.com)

### Your details

Mr/Ms/other ..... First name: ..... Last name: .....

Job title: .....

Organisation: .....

Address: .....

..... Postcode: .....

Phone: ..... e-mail: .....

Club members - membership no (if known): .....

### Payment

Cheque - *made payable to Best Practice Club*

Please debit my MasterCard/Visa for £ .....

Card No: ..... Security No: ..... Expiry date: ...../.....

BACS transfer to HSBC Oxted, Surrey RH8 0PJ  
Sort code 40-35-40 Account no: 41393391

Please invoice (State Order number if required as part of your company policy: .....) )

Code: **ALD309**