



Derek Hendrikz Consulting Presents:

Leadership in Customer Excellence

Duration:	2-days
Max. Participants:	20
Facilitators:	1
NQF Level:	6
Total Credits	8
SETQAA Accreditation	Services SETA – Decision Number 2072

About the workshop:

This programme is aimed at providing senior and middle management with the necessary knowledge and skill to create a customer driven organisation. Participants should leave the training session with enough knowledge and skills to strategically influence a culture of 'service excellence' within the organisation.

Some of the areas covered during the programme are:

- Defining exceptional customer care within your organisation.
- Eliminating the toxic issues with regard to customer service within your organisation.
- Creating effective Customer Relations Management (CRM) strategy.
- Communicating excellence to your customers.
- Managing the boundaries of service excellence within your organisation.
- First and third person perspectives on service within your organisation.
- Becoming a landmark of excellence.

The workshop outcome:

On completion of this workshop the participant should be able to strategically influence the establishment of a culture of service excellence within the organisation.

SETQAA Accreditation:



On successful assessment of the learner's portfolio of evidence, he/she will be accredited on the following unit standards:

Unit Standard:	US Number:	Credits:
Formulate, design and implement customer service delivery systems and processes	10080	8

Participants will be assessed on the following specific outcomes:

1. Developing and implementing an action plan to achieve desired service levels.
2. Monitoring progress and effectiveness of action plans implemented.

Included:

-  All programme materials and handouts and the issuing of certificate on completion of programme.
-  Permanent record keeping of all programme results and assessments.



Training methodology:

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. Delegates must hand in a post workshop assignment before a certificate will be issued. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Programme:

Time:	Day 1:	Day 2:
08:00-10:00	Introduction to Service Excellence Strategy	Creating effective CRM Strategy
10:00-10:30	<i>Convenience Break</i>	
10:30-12:30	Creating a 'customer driven' culture within the organisation	Designing service delivery systems and processes
12:30-13:30	<i>Lunch</i>	
13:30-15:00	Communicating 'excellence' to your customers	Implementing the CRM Strategy
15:00-15:15	<i>Convenience Break</i>	
15:15-16:00	Day Review	Programme Evaluation

Who Should Attend?

-  Senior and middle managers.
-  Customer relations managers.
-  Business owners.
-  Any person interested in strategic knowledge and skills in the area of customer service and CRM.

Day 1:

Introduction to Service Excellence Strategy:

-  Getting to grips with the concept 'service excellence'.
-  The benefits of customer retention.
-  Fortune 500 secrets to service excellence.
-  The difference between 'customer focused' and 'customer driven'.
-  The role of change and transformation in CRM.

Creating a 'customer driven' culture:

-  Defining exceptional customer care.
-  Creating a positive customer attitude with employees.
-  Creating and internalising 'customer driven' values.

Communicating 'excellence' to your customers:

- Establishing positive moments of truth.
- Customer liaison and networking skills.
- Magic of the internet.
- What and when to communicate to your customers.
- Practising the concept of 'under-promise and over-deliver'.
- The relationship between marketing and CRM.

Day 2:

Creating effective CRM strategy:

- Basic concepts of Customer Relationship Management.
- Understanding the customer perspective.
- Creating CRM objectives.
- Becoming a landmark of excellence through effective CRM strategy.

Designing effective service delivery systems and processes:

- Developing and implementing customer service delivery systems and processes.
- Aligning service delivery systems and processes with CRM strategy.
- Monitoring progress and effectiveness of delivery systems and processes.
- Applying TQM to service delivery systems and processes.

Implementing a CRM strategy:

- Communicating the CRM strategy.
- Adjusting the CRM strategy.
- Monitoring the CRM strategy.

Derek Hendrikz Consulting cc

(1997/060793/23)

- Tel: 012 567 2824
- Fax: 012 543 3292
- E-mail: hello@derekhendrikz.com
- URL: www.derekhendrikz.co.za
- P. O. Box 14557, Sinoville, 0129, South Africa



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