



Derek Hendrikz Consulting Presents:

Customer Service for Supervisors

Duration:	3-days
Max. Participants:	20
Facilitators:	1
NQF Level:	5
Total Credits	8
SETQAA Accreditation:	Services SETA – Decision Number 2072

About the workshop:

The 'Customer Service for Supervisors' programme is designed to give supervisors the necessary knowledge and skills to establish a culture of 'customer service' within the organisation. The workshop will award learners credits towards the National Diploma in Customer Management (SAQA ID: 20908).

Some of the areas covered during the programme are:

- Establishing a culture of service excellence.
- Managing customer complaints and problems.
- Managing frontline employee performance.
- Managing customer satisfaction.
- Developing, implementing and monitoring of customer service action plans.
- Motivating employees to become customer driven.

The workshop outcome:

On completion of this workshop the participant should be able to supervise frontline employees with the aim of achieving superior customer service.

SETQAA Accreditation:

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

Unit Standard:	Unit Standard Number:	Credits:
Manage customer requirements and needs and implement action plans.	10053	8

Participants will be assessed on the following specific outcomes:

1. *Listening to and interpreting customer needs.*
2. *Describing action plans.*
3. *Implementing action plan to meet customers needs.*
4. *Tracking and measuring the action plan to its completion.*

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:	Day 3:
08:00-10:00	Orientation to Customer Service Excellence	Developing customer service action plans	Managing KPI's for frontline employees
10:00-10:30	<i>Convenience Break</i>		
10:30-12:30	Establishing a service excellence culture	Implementing customer service action plans	Motivating frontline employees to become customer driven
12:30-13:30	<i>Lunch</i>		
13:30-15:00	Working with customer complaints & problems	Monitoring and evaluating customer service action plans	Managing customer satisfaction
15:00-15:15	<i>Convenience Break</i>		
15:15-16:00	Day Review	Day Review	Programme Evaluation

Who Should Attend?

- Business owners and unit managers.
- Supervisors on all levels.
- Middle & Junior Managers.
- Any person interested in supervising effective customer service practice.

Day 1:***Orientation to customer service excellence***

- The role & function of the supervisor.
- Getting to grips with the customer service concept.
- From customer service to service excellence.

Establishing a service excellence culture

- Achieving organisational vision through superior service.
- Internalising customer excellence values.
- Rewarding 'service excellence'.

Working with customer complaints and problems

- Keys to successful complaints & problems management.
- Categorising customer complaints and problems.
- Responding to customer complaints assertively.
- The danger of prejudice in customer service practice.

Day 2:***Developing customer service action plans***

- Defining your customers.
- The boundaries of responsibility.
- Developing achievable customer service objectives.
- Aligning customer service objectives with organisational vision & mission.

Implementing customer service action plans

- Communicating customer service objectives to employees.
- Delegating responsibility of objectives to employees.
- Managing objectives through employee inputs.

Monitoring and evaluating customer service action plans

- Reviewing customer service objectives.
- Monitoring objectives.
- Evaluating objectives.

Day 3:***Managing KPI's for frontline employees***

- Developing Key Performance Indicators for front line employees.
- Aligning KPI's to customer service objectives.
- Creating minimum standards of performance.
- Allocating 'importance' measurements to KPI's.
- Applying 'SMART' to KPI's.

Motivating frontline employees to become customer driven

- Creating a 'customer driven' culture.
- Selling the 'farming vs. hunting' concept.
- Without customers we do not exist!!

Managing customer satisfaction

- Understanding what customers want.
- Creating a constant feedback loop.
- Redesigning processes to avoid what customers don't want.

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

**Beyond Comparison!**