

Developing a Winning Customer Service Strategy

The real bottom line for any business:
Keeping your hard-won customers.

Customer Service—an integral part of your product line.

"If it weren't for customers, my job would be so easy." This common refrain, believe it or not, is often said in earnest. We're amazed by any business person who does not grasp that customers are, by far, the most important part of any enterprise. Fail to care for them and they will walk straight over to the competition. And if there is no competition, assume there soon will be. Even non-profit or government organizations must be "customer" conscious. Otherwise they are vulnerable to criticism, loss of funding, and yes, competition. Many successful organizations even view colleagues and fellow staff as "internal customers".

Who Should Attend

All managers, sales and service managers, marketing staff, trainers, anyone dealing with customers. A basic customer service version is also available.

What You Will Learn

Alignment of organizational strategies in terms of leadership, culture, structure, and incentives with a view to caring for—and retaining—customers.

Seminar Content

- The business payoff for a winning service strategy
- How you currently relate customer service strategy to business strategy
- Measuring service/quality gaps
- Understanding customers' requirements and developing a Customer Value Proposition
- Designing internal processes that support service excellence
- Service leadership: The roles of structure and people
- Defining your "Cycle of Service"
- Superior complaint management and improvement procedures

Prerequisite

None

Your Facilitator

Brian Beiles, MBA, CA—For the over 30 years, Brian has focused his business, consulting, and training efforts on helping organizations become more effective in serving their customers, employees and shareholders. Brian is also on faculty with the Schulich Executive Education Centre at York University, where he conducts a number of open enrolment and in-house management training programs.

Brian's work comprises: customized, output-based consulting and training interventions, responsive, flexible service, and an ability to engage people at all levels of the organization. He has worked internationally in a wide variety of industries including: technology, financial services, aerospace, utilities, mining, retail and government.

Major clients include: AECL, IBM, Bank of Nova Scotia, Bell Canada, Bombardier, Enbridge, Inco, Messier-Dowty, Rogers, Stratford Festival and WSIB.

Duration

1 and 2 day versions available



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